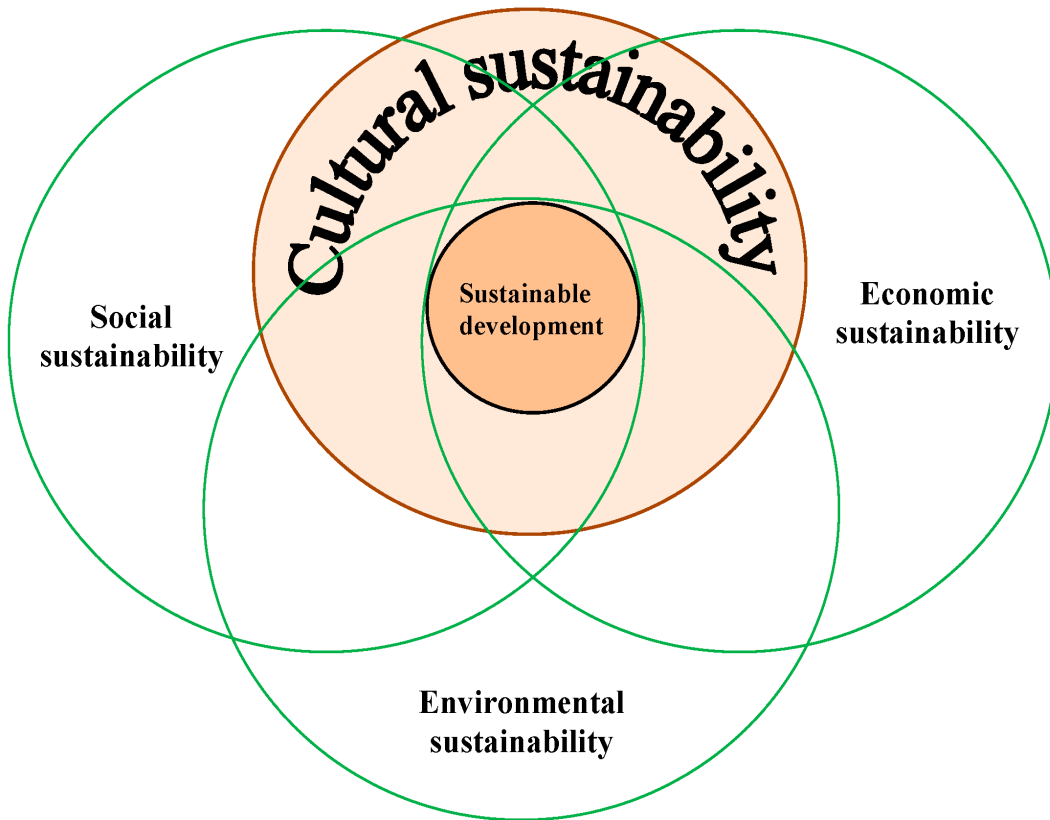# Responsibility

What we are talking about when we talk about sustainability?

What responsibility means?

What is the relationship between responsibility and sustainability in tourism?

Assignment

Sustainability

Sustainability:

Environmental

Cultural

Economic

Social

The Importance Of Culture For Sustainability

Sustainable Tourism

A Quick Guide for Business: Sustainable Development Goals

Sustainable Development

Sustainable Development Goals.png

"This crisis is an opportunity to **rethink the tourism sector** and its contribution to the people and planet; an opportunity to build back better towards a **more sustainable, inclusive and resilient** tourism sector that ensure the benefits of tourism are enjoyed widely and fairly."

Zurab Pololikashvili,
UNWTO Secretary-General

https://www.unwto.org/tourism-covid-19

Four Main Principles

1. **Reliability**
   - Sustainability
   - Availability
2. **Integrity**
   - Truthfulness
   - Sincerity
3. **Respectfulness**
   - Ethicality
4. **Responsibility**
   - Accountability

Karelia

Reliability

Honesty

you have to keep your promises to your guests like the quality of services

Social skills and friendliness

communicate easily with a wide range of customers, regardless of their gender, age, religion, ethnicity or physical limitations

Courtesy

to respect tourists and can be respected by them (reciprocity)

Exceed customer's needs, expectations and standards

Giving tourists more choice and opportunities than they can expect or hope for - increasing their comfort and convenience

Karelia

Integrity

Fulfilment of promises

Reliable and sustainable marketing communications

Reliable execution

Reliable and secure distribution channels

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Respectfulness

Towards colleagues and employees

Towards the customers

Towards the community and the company

Towards ecosystems and all stakeholders

Towards cultural heritage

Towards the environment

All stakeholders must be adequately informed and consulted.

Karelia

Responsibility

Accessible tourism

Inclusive tourism

Environmentally aware tourism
- Eco-tourism
- Eco-friendly tourism
- Biosphere reserves

Cultural responsibility
- Indigenous peoples
- Ethnic groups
- Other minorities

Social responsibility
- Local involvement in productization processes
- Promoting local products

Economically responsible

Karelia

Assignment

Based on the examples you have chosen, consider the following themes:

Sustainability in general

Responsibility in general

Based on your consideration:

Sustainability and responsibility in tourism

Write or draw your own views and be prepared to explain them to your colleagues

Karelia

Impacts of Tourism

Positive & negative impacts of tourism:

- Economical
- Social
- Cultural
- Environmental

Assignment

Karelia

Impacts of Tourism

Picture: Pixabay

Environmental impacts
  Natural sites maintenance
  Changes to the environment

Economic impacts
  Employment
  Improved living standards
  Export earnings from international tourism

Socio-cultural impacts
  Demographic structure
  Cultural sites maintenance
  Involvement of local people

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Changes in the Physical Environment

Environmental aesthetics

Construction: e.g. hotels, recreational areas, tourist resorts

Road networks, airports, routes

Changes in the soundscape

Input/benefit ratio: an important indicator for a tourist area: economic, socio-cultural and ecological values must be considered

Downhill ski slope

Ylläs during summer

Environmental Impacts

- Tourism is a massive environmental polluter

- Climate change, green house emissions

- Nature's vulnerability to damage varies from place to place, e.g. deforestation, erosion

- Scarce of water supply

- Endangered species suffer from souvenir trade

- Litter is not only an aesthetic nuisance, but also a threat to the lives of animals

- Plastics in particular, including microplastics. The Pacific Garbage Gyre

- How to act during my trip so that the flora and fauna of the destination do not suffer?

Environmental Impacts

- **Advantages:**
- Awareness of natural values
- Establishment of protected areas
- Establishment of national parks: guided tourism
- **Disadvantages:**
- Environmental pollution, e.g. waste water from 100 million tourists in the Mediterranean
- Land degradation, littering, noise
- Expansion of ski slopes deforestation (avalanches, erosion)
- High consumption of scarce water resources in tourist resorts

Socio-cultural Impacts

- Tourists are only experienced through commerce
- Tourism brings a cash economy to areas that have traditionally been subsistence economies
- "Traditional skills are being eroded and replaced by purchased goods"
- On the other hand, tourism creates new opportunities
- and maintains & revitalizes traditional skills

- Impact on living standards
- Engagement of the local population

Commercialisation

Commercialisation

Socio-cultural Impacts

Advantages:

- Tourism
- Develops intercultural skills
- Promotes intercultural communication
- Increases cultural resilience
- Increases the appreciation of cultural heritage

Disadvantages:

- Rapid changes in the structure of the economy
- Abandonment of traditional industries and shift to tourism
- Vanishing traditional values and customs
- Possible misbehavior by tourists

Economical Impacts

Advantages:

- More employment opportunities

- New types of job opportunities, e.g. opportunities offered by the platform economy

- The tourism sector offers more women access to paid employment

Disadvantages:

- Seasonal jobs

- Wages in tourism remain low, especially in developing countries

- E.g. a large part of the revenue from all inclusive services does not remain at local level

- Cost of living increases, e.g. housing (NB! Airbnb)

Tourism is one of the largest industries

- Tourism contributes to the profitability of other industries: trade, agriculture, construction, logistics, ICT, creative industries, entertainment, events etc.

- On the other hand, tourism also entails costs: for example, construction, maintenance of buildings and other structures.

- One question that has been the subject of much debate is who is responsible for the maintenance of routes that are important for nature-based tourism, for example.

The big question is how to act responsibly.

Short Summary

- The effects of tourism are relative: the same thing can be seen as an advantage from one angle and a disadvantage from another.

- What is undeniable is that tourism has an impact at both global and local level.

- These impacts are environmental, economic, social and cultural.

The big question is how to ensure accountability and transparency.

Assignment

[Impact of Tourism](#)

Watch the video and then reflect on the following themes both for and against, based on the previous slides:

- *Tourism promotes intercultural communication skills & cultural resilience*

- *Tourism promotes preserving natural sites*

- *Tourism develops local economy*

Based on your reflection:

Write or draw your own views and be prepared to explain them to your colleagues.

NB! Remember the responsibility!

Cultural Sensitivity

Cultural Sensitivity

Cultural Sensitivity in General

Cultural Sensitivity in Tourism

[Video about cultural sensitive tourism in Sámi land - Sápmi](#) (Arctisen project)
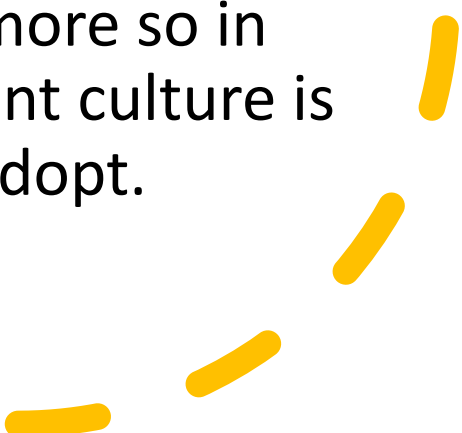
Assignment

Cultural Sensitivity

Cultural sensitivity is being aware that cultural differences and similarities between people exist without assigning them a value – positive or negative, better or worse, right or wrong.

Cultural sensitivity implies that both groups understand and respect each other's characteristics.

This is always a challenge, and even more so in large corporations where the dominant culture is the one employees are expected to adopt.

Cultural Sensitivity

Cultural sensitivity is a concept related to cultural competence > intercultural communication

Cultural sensitivity refers to the culturally respectful interpersonal skills of professionals as well as **respectful verbal and non-verbal encounters and communications** between a professional and client in a manner that involves **the right of each party to express their culture and be accepted and heard** in this context.

Cultural sensitivity refers to the willingness, ability and sensitivity required **to understand people with different backgrounds**

Culturally sensitive services do not mean providing services separately for every target group; instead, they mean services flexible to the needs of diverse clients

Cultural Sensitivity in Tourism

- Sustainable tourism, fair tourism, responsible tourism and, overlapping with the above, localism (e.g. "live like a local") are current trends in tourism.

- Value-based tourism

- Includes different aspects of sustainability: ecological, economic, social and cultural

- Cultural sensitivity in tourism refers to respect for the host region

- Respecting built and living cultural heritage

- Respecting traditional values

- Promoting intercultural understanding and tolerance; tolerance of diversity

- Respecting for indigenous peoples in particular

Cultural Sensitivity in Tourism

- Culturally sensitive or culture-sensitive tourism a newer concept than sustainable tourism
- In Finland, especially originating from Sámi tourism
- Includes social and cultural as well as economic and ecological sustainability and carrying capacity
- Carrying capacity refers to the locally influencing factor that enables the preservation, development and natural transmission of culture
- Karelia and Karelian culture as tourist destinations
- Who defines Sámi or Karelian?
- Who has the right to decide who is Sámi or Karelian and what is Sámi or Karelian?

Cultural Sensitivity in Tourism

- Community and localism
- Discussing issues at local level, involving different actors
- Reciprocity
  - both parties benefit from each other
- Individual encounters and face-to-face discussions
- Acceptance of diversity
- Cultural awareness
- Genuine interest and willingness to learn about other cultures
- Talking and listening
- Working together
- Respect and appreciation

Cultural Sensitivity in Tourism

- Demonstrate by your behavior your respect

- Respect local knowledge

- Support local companies

- Appreciate local expertise
  - Employ local people as customer servants

- Employ local people as guides
  - They know their environment best
  - Local stories told by locals add credibility

- Respect environment, nature and culture

Assignment

Based on the examples you have chosen, answer the following questions.

Cultural sensitivity needs to be taken into account when cultural products are introduced into tourism:

- How can we ensure that the service does not violate local values or traditions?

- How can locals be involved?

- How can local people be consulted?

- Who makes the decisions?

- What is the basis for decisions?

- How is fairness guaranteed? Is there always a need for fairness?

- What is carrying capacity and how can it be assessed?

Based on your reflection:

Write or draw your own views and be prepared to explain them to your colleagues.

Karelia

Inclusivity

The practice or policy of providing **equal access** to opportunities and resources **for people who might otherwise be excluded or marginalized**, such as those having physical or mental disabilities or belonging to other minority groups.

Why it is important?

[Diversity and Inclusion in the Workplace](#)

Inclusivity in Tourism

Inclusive Tourism is about **reducing uncertainty around what to expect from a destination or service**.

It's about creating an environment where **all people feel welcome and included**.

It **creates choice and instils confidence** in all people, empowering them to sign up for new experiences.

(https://tourismeschool.com/blog/inclusive-tourism-means-important-tourism-brands/)

Inclusivity in Tourism

Inclusiveness permeates the entire value chain:

- Communication: language, words, concepts - how to ensure that no one is offended?

- Distribution channels: how to ensure access for all?

- Services: how to ensure equal access for all?

Inclusivity in Tourism

- Aiming for non-discriminatory tourism for all
- Enabling people with fewer opportunities to participate in tourism as producers and consumers
- Representation of the culture of marginalized, subordinate groups in tourism products on their own terms

What promotes inclusiveness in tourism?

- The capacity to accommodate specific groups, such as people with disabilities

- An open attitude and open-mindedness

- Empowerment of employees

- Broad local participation in the development and decision-making process of tourism products, including product development > locals are positive about tourism

- Extension of tourist areas beyond traditional tourism destinations > wider dissemination of tourism benefits > breaking down possible negative stereotypes

- Fostering cultural tolerance > mutual understanding and respect > reducing prejudice

Examples of Inclusive Tourism

- [Accessible Travel – Wheel the World](#)

- [The Tourism Decade | The Deaf Tour Guides](#)

- [The Spectacular Trip of a Blind Tourist in Quebec](#)

- [Welcoming LGBTQ+ Tourists](#)

- [Accessible Tourism Solutions for Businesses and Destinations](#)

Assignment

Reflection exercise:

The goal of inclusive tourism is to make tourism experiences equally accessible to all, regardless of age, sexual orientation, religion, ethnicity, culture and special needs.

How can this be ensured?

How can the tourism sector take account of inclusiveness in different ways?

Why it is important?

For example, how can modern technology help to promote inclusiveness?

Based on your reflection:

Write or draw your own views and be prepared to explain them to your colleagues.

Karelia

Thank you for your consideration!