

Responsible Tourism - Ideas and Opportunities

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What is tourism?

This not such a simple question as it seems. Colloquially, free time, leisure, recreation, travel and tourism are used synonymously and are almost interchangeable.



Tourism is deemed to include any activity concerned with the temporary short-term movement of people to destinations outside the places where they normally live and work, and their activities during the stay at these destinations'

Beach in china
if you lost your kid,
just make another one



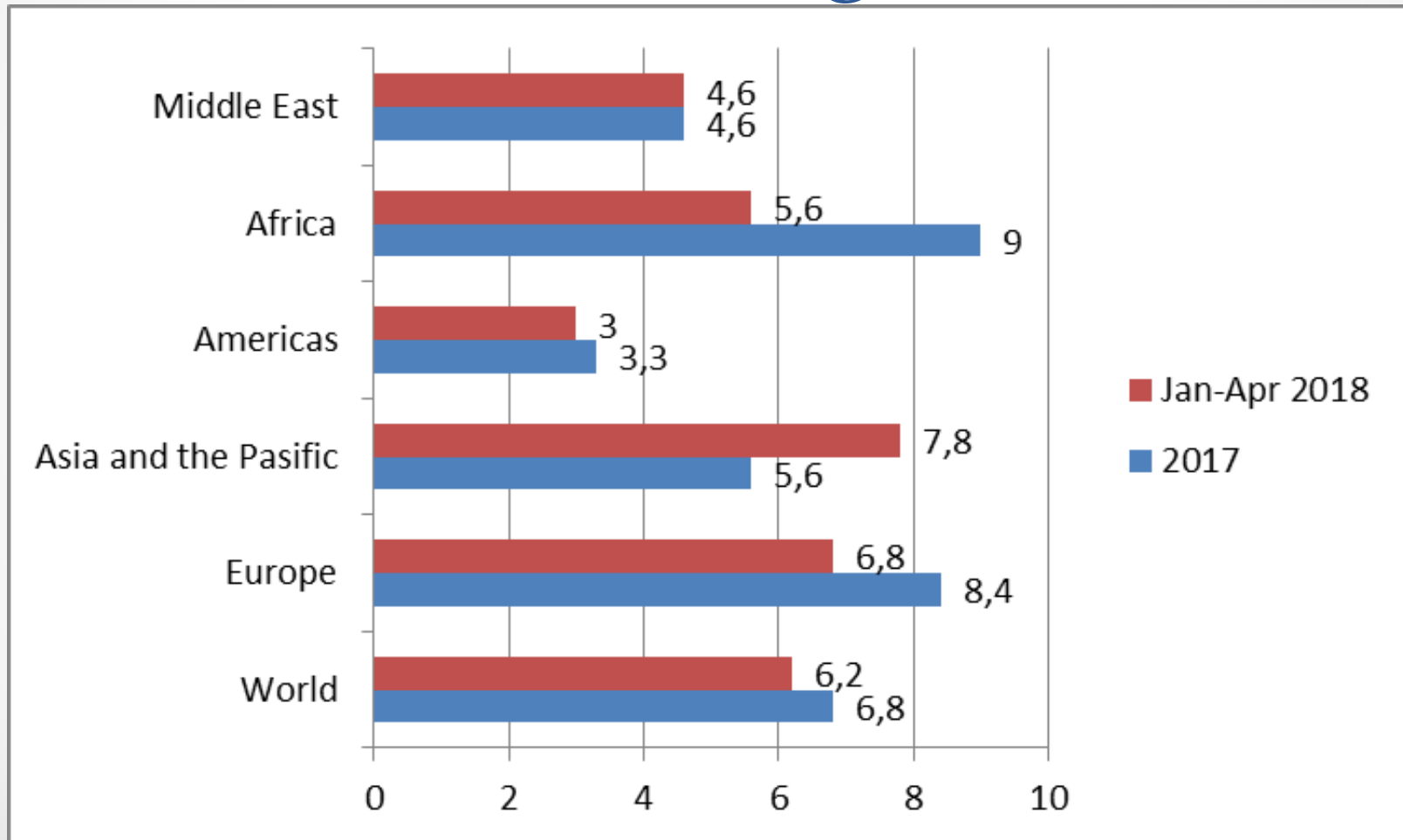
Tourism business



The number of tourists in
1995 year was 523 909 597
2016 – 1.341 mill
2030 will be 1.8 mlrd.

(World Tourism Organization)

International tourist arrivals, % change



The World's Most Visited Countries, 2016

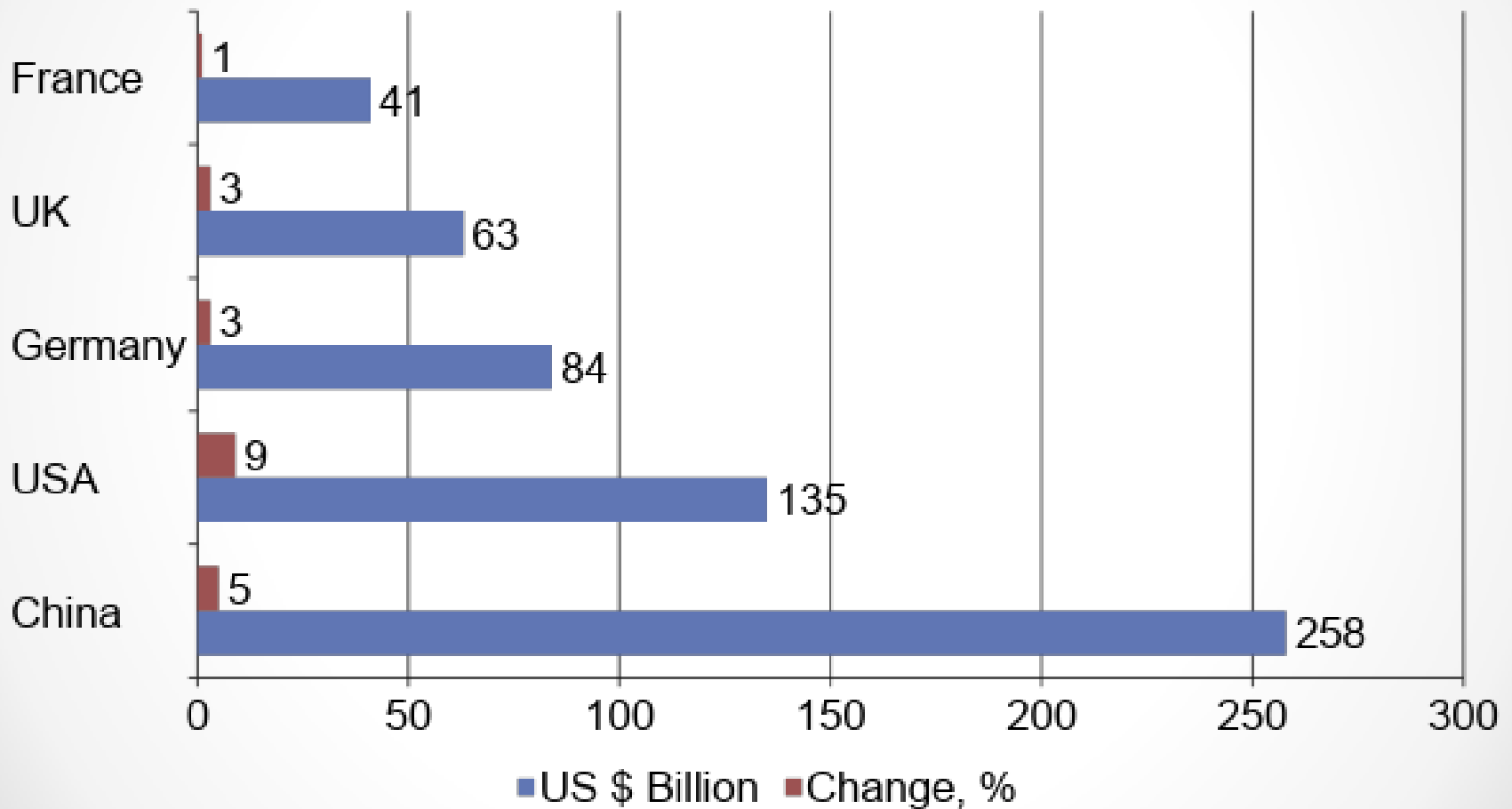
- **France** - 82.6 million visitors. France leads the world in the field of tourism.
- **United States** - 75.6 million visitors.
- **Spain** - 75.6 million visitors.
- **China** - 59.3 million visitors.
- **Italy** - 52.4 million visitors.
- **United Kingdom** - 35.8 million visitors.
- **Germany** - 35.6 million visitors.
- **Mexico** - 35 million visitors.

<https://ourworldindata.org/tourism>



Worlds TOP Tourism Spenders

2017

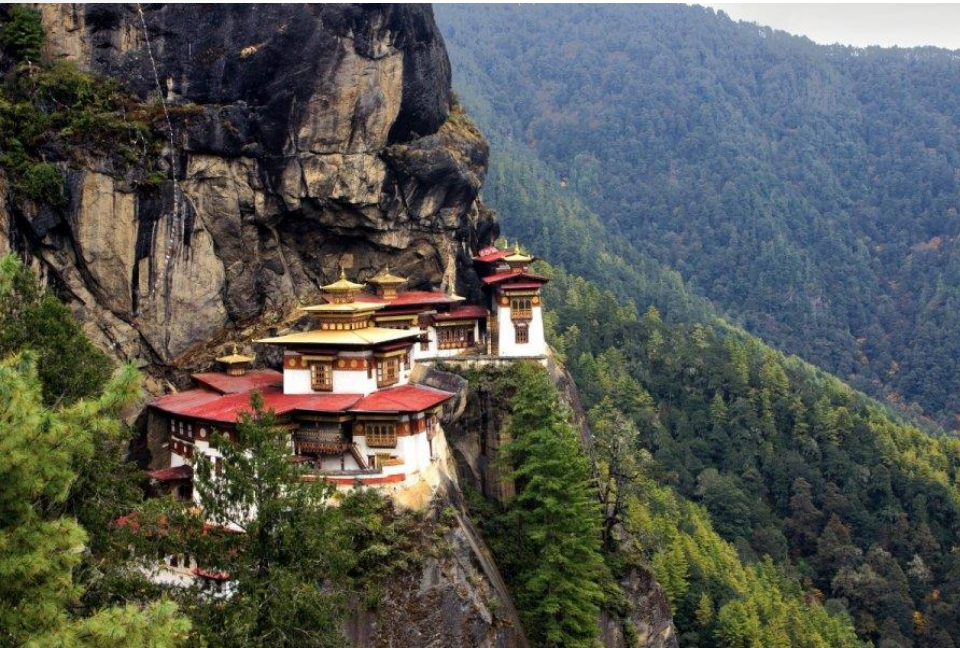


Reasons for growth / increase in Tourism:

- Better/Quicker Air Travel- Making Previously Remote areas accessible.
- More Paid Holidays- People tend to take many small holidays rather than one big one.
- Increase in amount of Disposable income- People can afford to treat them.
- Awareness of attractions- People are becoming more aware of travel from travel shows and advertising.
- 2 working parents
- Smaller families
- Longer life expectancy
- Cheaper/ Easier Travel
- Internet booking/advertising
- More unusual tourist destinations and attractions/destinations
- Visa facilitation
- Others...

Changes in values

Today's consumer is more interested in values that complement his spiritual need.



Traveling to consumers is no longer just a material good, so tour operators are also focused on trips that not only meet the material need but also complement the personality values that are important to the consumer. Instead of "consuming for consumption", the next stage is "satisfaction of life".

Responsible tourism

We are increasingly hearing about 'responsible consumption', 'responsible borrowing', and we have been hearing about 'responsible traveling' for some time now. What does that mysterious combination of "responsible traveling" mean?

Responsible tourism is tourism that increases the profits of local communities, reduces negative social or natural impacts and helps local people to preserve fragile cultures, habitats and species.

Responsible Tourism is about “making better places for people to live in and better places for people to visit.”



Responsible tourism

- Reduces environmental impact;
- Creates understanding and respect for nature and culture;
- Enables you to experience positive emotions both as a visitor and to give them to the local people;
- Encourages the creation of financial benefits for the local population;
- Triggers a reaction from the local political, natural and social climate;
- Supports international human rights and labor agreements.



Principles of the World Tourism Ethics Code

- Reducing environmental impact.
- Traveling to the natural environment.
- Foundations of environmental conservation awareness.
- Providing direct financial benefits for saving.
- Providing direct financial benefits and empowering local people.
- Respect for local culture.
- Promoting human rights and democratic movements.





Responsible behavior

- Action “Darom”
- “Blue Flag” - an international beach quality label
- “Žaliojo rakto“ programm



The traveler's responsibility

"We often talk about the government's responsibility and the industry's responsibility, but we often don't talk about the traveler's responsibility - each of us is responsible for our actions, and we can actually make a difference if we take that stance" - Sandra Carvao, Chief, Communications and Publications, UNWTO World Tourism Organization



How To Be A Responsible Traveler?

- Be a responsible traveler by choosing to go local
- Lower your carbon footprint
- A responsible traveler must respect the local culture
- Be a generous traveler in a good way
- Educate others to be responsible travelers



Harmonious tourism

Three main issues:

- an increase in the cost of non-renewable sources
- excessive costs of renewable sources
- equality between people and nations.

An essential condition for the development of sustainable tourism is that the economy must develop and be implemented in such a way to ensure equal opportunities for development and potential preservation of natural resources for both present and future generations.



Responsible tourism

Basic socio-cultural principles of responsible traveling:

- Respect the land, culture and people you visit.
- Look at the political realities of the country you are visiting.
- Learn a few phrases in the local language.
- Find out the acceptable dress code and local taboos.
- Learn innovation and dive into the life of the land you are visiting.
- Travel by local transport as much as possible.
- Use the services of local guides do not be afraid to go out of the usual route.
- Take pictures of small gifts, your family.
- Do not encourage begging.



The basic economic principles of responsible tourism

The basic economic principles of responsible traveling:

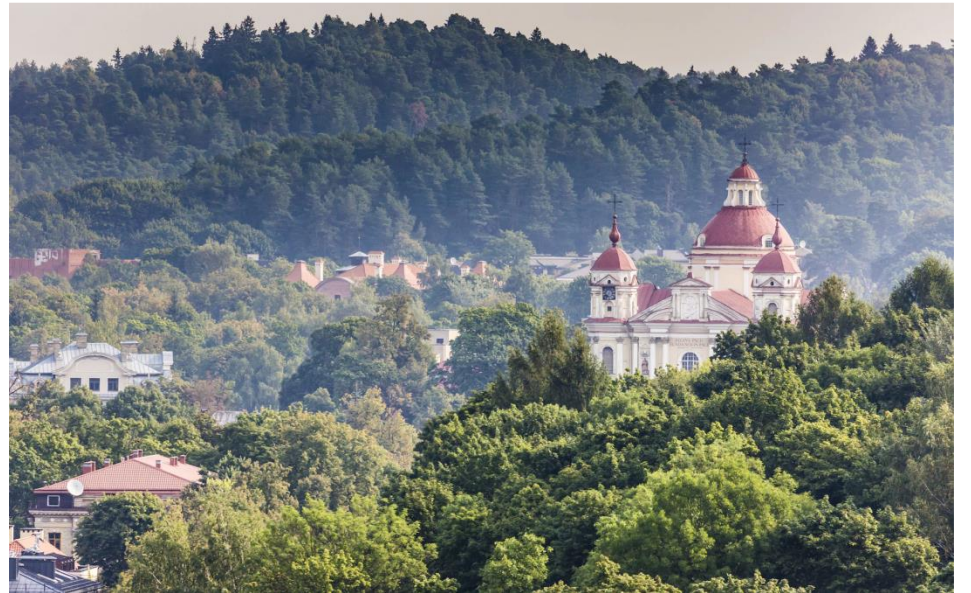
- Buy food and souvenirs directly from local manufacturers.
- Buy locally grown fruits and products.
- Stay with the local people, eat at the local pubs.
- Support local communities and their projects.

The key principles of responsible traveling:

- Take care of the nature conservation issues of the area you are visiting.
- Choose areas and places to stay that care for the environment.
- Use reusable bottles of water sparingly.
- Save electricity.
- Do not litter.
- Do not buy products from protected species.
- Do not disturb the nature and its inhabitants.
- Wisely choose entertainment.
- If you are staying in a tent, check if you have all the necessary permits.
- Remember about the least carbon-intensive transport.



Tourism in Lithuania

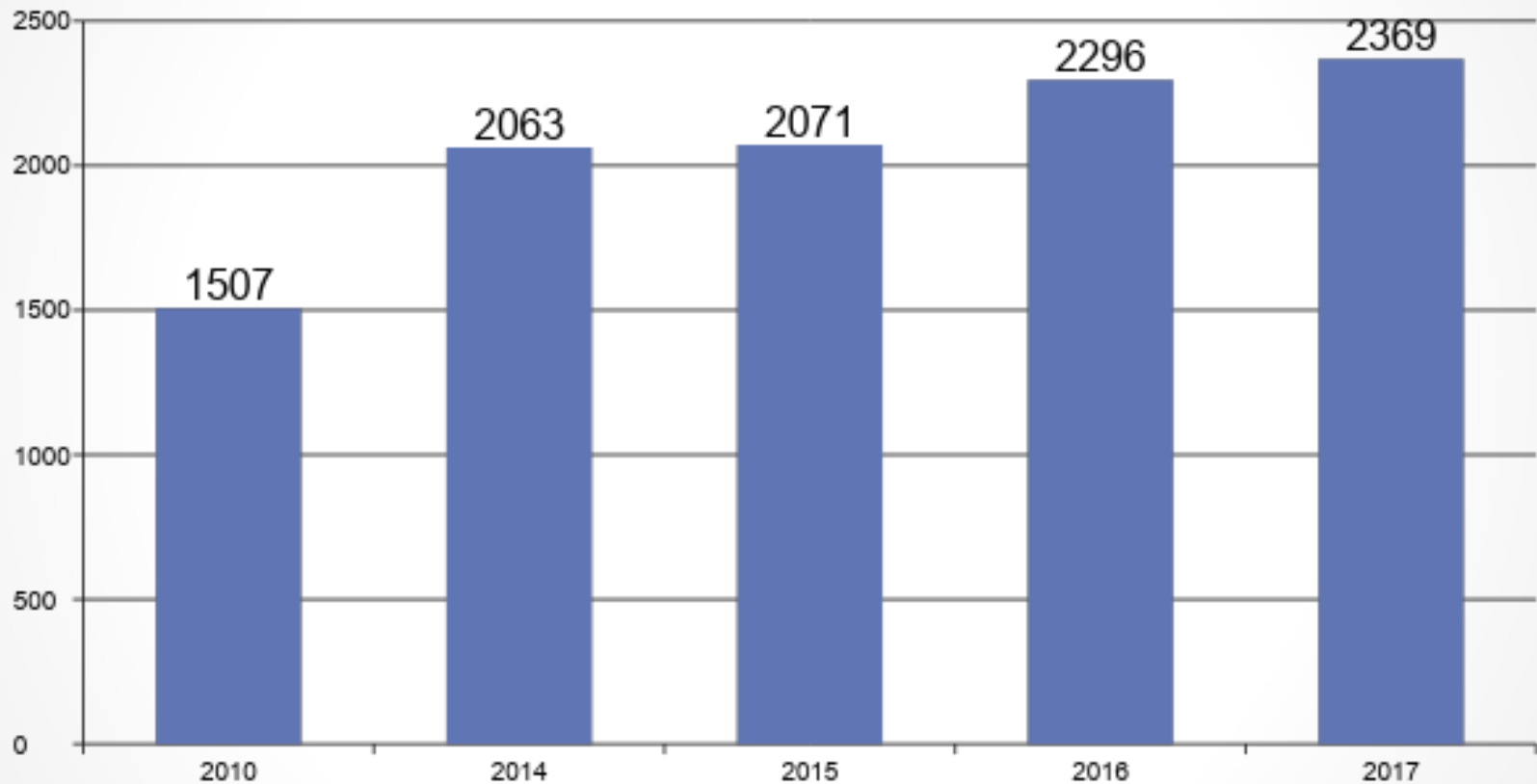


Lithuanian Tourism Brand

- <https://www.lithuania.travel/en/>
- <https://www.thedrum.com/creative-works/project/lithuania-the-best-employee-the-world>
- <https://www.youtube.com/watch?v=yhHiyJws1Oc>

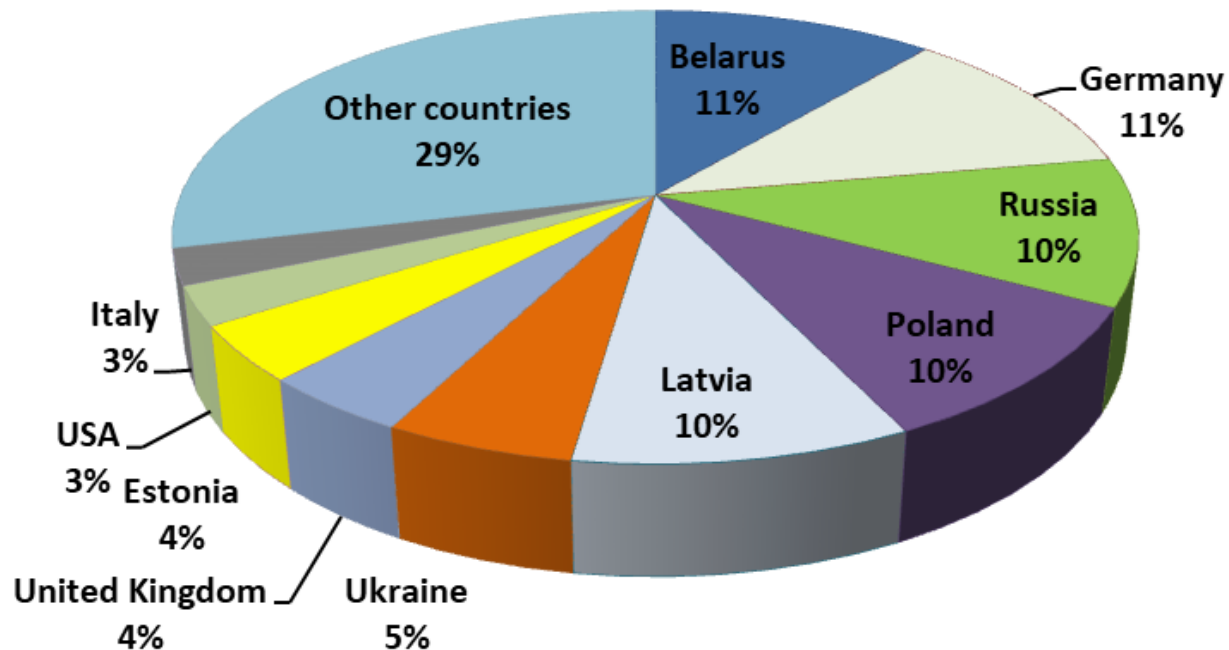


Tourist arrivals in Lithuania, mill

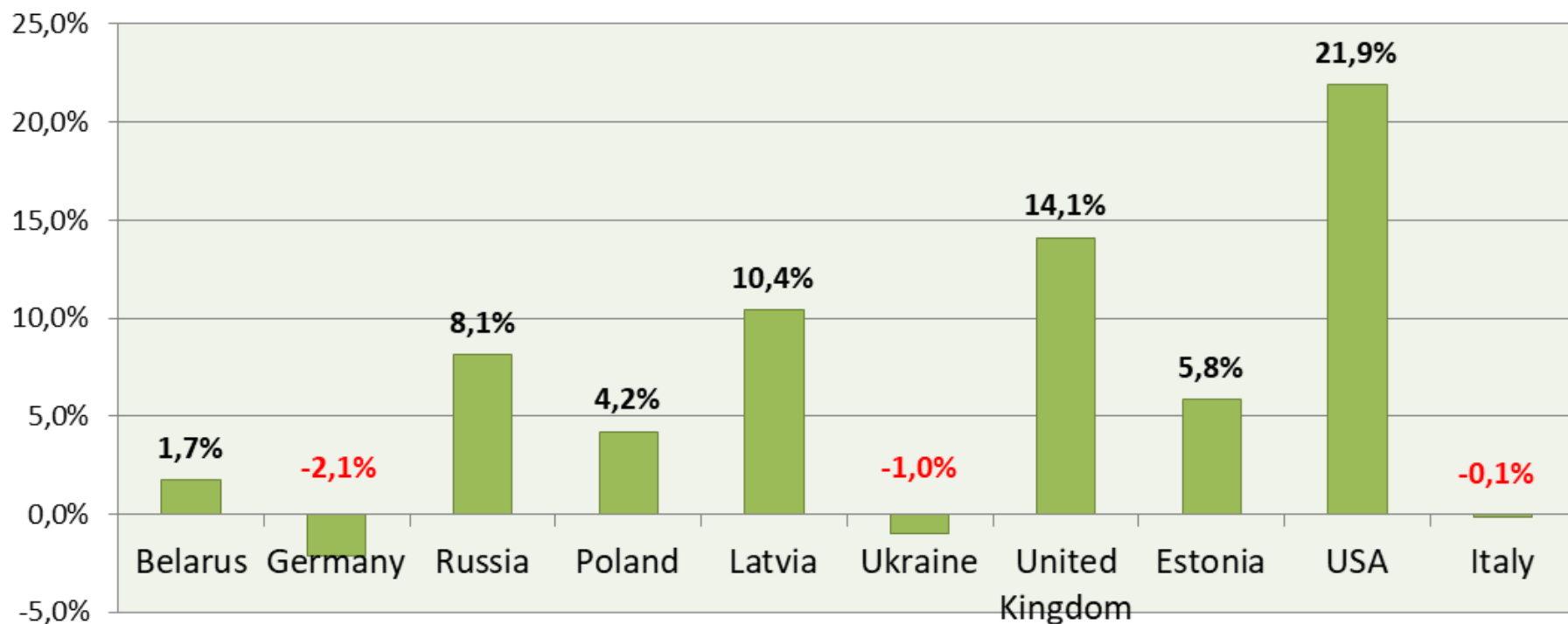


World Tourism Organization,

**Lithuanian commercial accommodation establishments:
Top 10 foreign markets by taken share of the market in 2017,
in percent**



**Lithuanian commercial accommodation:
the number of arrivals from TOP 10 foreign markets
2017/2016 change, in percent**





- Smile For The Camera
- Eco and Urban Tourism
- Souvenir Shop
- Lost In Translation
- Event Organizer
- Lodging
- Ride-sharing
- Guided Tours
- Open For Business
- Luggage Delivery Service

<https://makeinbusiness.com>

