

# TOURISM MARKETING

TRENDS OF CLIMATIC  
CHANGES OF TOURISM &  
TRENDS OF SUSTAINABLE  
AND RESPONSIBLE TOURISM

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**MAIN POINTS  
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# DEFINITION

## SUSTAINABLE TOURISM

“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”  
- World Tourism Organization, 2004 (now known as the UNWTO)





# DEFINITION

## RESPONSIBLE TOURISM

Responsible tourism is any form of tourism that can be consumed in a more responsible way. Responsible Tourism is about “making better places for people to live in and better places for people to visit.” Responsible Tourism requires that operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable.





THE SECTOR IS EXPOSED TO  
NUMEROUS DIRECT AND INDIRECT  
IMPACTS FROM CLIMATE CHANGE

## IMPACT OF CLIMATIC CHANGES ON TOURISM

Sea-level rise and more acidic oceans will threaten coastal tourism infrastructure and natural attractions. Rising temperatures will shorten winter sport seasons and threaten the viability of some ski resorts. Climate change will lead to changes in biodiversity, affecting eco-tourism. Changing precipitation will affect water availability.



ADAPTATION OPTIONS EXIST, BUT  
MANY ARE LIKELY TO ADD COSTS  
AND OFFER ONLY SHORT-TERM  
RELIEF

## IMPACT OF CLIMATIC CHANGES ON TOURISM

Locations at risk can invest in more resilient infrastructure. Winter sports providers can turn to artificial snow makers, move to higher elevations, or market themselves as year-round destinations. Under scenarios that see high emissions, and higher temperatures, questions exist as to whether adaptation is possible at all.



# THE CONTRIBUTION OF TOURISM TO GREENHOUSE GAS (GHG) EMISSIONS IS RISING

Calculations of the contribution of tourism to global carbon dioxide (CO<sub>2</sub>) emissions range from 3.9% to 6% of human emissions, with 4.9% the best estimate. As the world becomes more affluent, the sector is expected to grow by an average of 4% annually and reach 10% of global GDP within ten years. The sector's emissions are on course to grow 130% between 2005 and 2035.

## IMPACT OF CLIMATIC CHANGES ON TOURISM



THERE IS CONSIDERABLE  
UNCERTAINTY ABOUT HOW TOURISTS  
WILL RESPOND TO THE EFFECTS OF  
CLIMATE CHANGE

## IMPACT OF CLIMATIC CHANGES ON TOURISM

Academic research provides much detail on likely impacts, and on possible changes in tourism demand. These changes are likely to create opportunities at both the destination and business level. But overarching conclusions are hard to draw.



## SUSTAINABLE TOURISM SHOULD :

- Make the best use of environmental resources that establish a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to intercultural understanding and tolerance.

## SUSTAINABLE TOURISM

- Ensure viable, long-term economic operations, providing socio-economic benefits to all participants that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.



# RESPONSIBLE TOURISM IS TOURISM WHICH:

- Minimizes negative social, economic and environmental impacts
- Generates greater economic benefits for local people and enhances the well-being of host communities
- Improves working conditions and access to the industry
- Involves local people in decisions that affect their lives and life chances
- Makes positive contributions to the conservation of natural and cultural heritage embracing diversity

## RESPONSIBLE TOURISM

- Provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
- Provides access for physically challenged people
- Is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence



EXAMPLE :

ARACARI  
TRAVEL



## THE LAND OF THE YACHAQS

"We are an association formed by eight Quechua communities that are dedicated to rural community tourism and inclusive conventions tourism 5MICE), our activities preserve and revalue our ancestral culture, offering products and services with the quality that our visitors expect."

LUXURY AND SUSTAINABLE SOUTH AMERICAN TRAVEL OPERATOR ARACARI, ORGANISES BOUTIQUE TRIPS AROUND SOUTH AMERICA.

It's recently been awarded the prestigious Butterfly Mark from sustainable brand consultants, Positive Luxury. Through Aracari discover Peru, Bolivia and the Galapagos Islands, it infuses all of its tours environmental and social good, fosters long term relationships with local communities, helps you reduce your environmental footprint and everyone gets paid a living wage.

Really experience these countries with homestays on Lake Titicaca, stay in amazing private homes from Aracari's owner's black book or spend time with community projects like Tierra de los Yachaqs.



# CONCLUSION

THANK YOU FOR YOUR ATTENTION!



# SOURCES



- <https://soulfulconcepts.com/index.php/2017/03/14/difference-between-responsible-and-sustainable-tourism/>
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