Understanding the Sustainable Development of Tourism

Edited by

Janne J. Liburd and Deborah Edwards

Goodfellow Publishers Ltd
Contents

1 Introduction to Sustainable Tourism Development 1
   Janne J. Liburd

2 Sustainable Tourism Planning 19
   Larry Dwyer and Deborah Edwards

3 Sustainable Operations Management 45
   Rajka Presbury and Deborah Edwards

4 Marketing for Sustainable Tourism 67
   Tracey Firth

5 Sustainable Human Resource Management 89
   Rajka Presbury

6 Corporate Social Responsibility in Tourism 110
   Camelia Tepelus

7 Triple Bottom Line Reporting of Tourism Organisations to Support Sustainable Development 130
   Larry Dwyer and Jeffrey Faux

8 Supplier-driven Innovations for Sustainable Tourism 148
   Anne-Mette Hjalager

9 Managing Sustainable Festivals, Meetings and Events 163
   Rajka Presbury and Deborah Edwards

10 Volunteer Tourism 188
    Stephen Wearing, Kevin Lyons and Suzanne Leigh Snead

11 Crisis, Recovery and Risk Management 205
    David Beirman

12 The future of sustainability 225
    Janne J. Liburd and Deborah Edwards

Glossary 238
Index 243
Understanding the Sustainable Development of Tourism

Contributors

David Beirman, PhD, School of Leisure, Sport and Tourism, University of Technology, Sydney, email: David.Beirman-2@uts.edu.au

Larry Dwyer, PhD, Qantas Professor of Travel and Tourism Economics, School of Marketing, Australian School of Business University of New South Wales, email:l.dwyer@unsw.edu.au

Deborah Edwards, PhD, Senior Research Fellow, School of Leisure, Sport and Tourism, University of Technology, Sydney, email: deborah.edwards-1@uts.edu.au

Jeffrey Faux, PhD, Associate Dean, Victoria University, email: jeffrey.faux@vu.edu.au

Tracey Firth, PhD, School of Marketing, University of New South Wales, email: t.firth@unsw.edu.au

Anne-Mette Hjalager, PhD, CEO and Associate Professor, Advance1, Incuba Science Park email: hjalager@advance1.dk

Janne J. Liburd, PhD, Director, Centre for Tourism, Innovation and Culture, Associate Professor, Institute of History and Civilization, University of Southern Denmark, email: liburd@hist.sdu.dk

Kevin Lyons, PhD, Newcastle Business School, University of Newcastle, email: kevin.lyons@newcastle.edu.au

Rajka Presbury, PhD, Australian International Hotel School (AIHS), email: rajka.presbury@aihs.edu.au

Suzanne Leigh Snead, PhD, Newcastle Business School, University of Newcastle, email:ssnead@csu.edu.au

Camelia Tepelus, PhD, Secretariat Coordinator, Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism, email: camelia.tepelus@thecode.org

Stephen Wearing, PhD, School of Leisure, Sport and Tourism, University of Technology, Sydney, email: stephen.wearing@uts.edu.au
About the editors

**Janne J. Liburd** is an Associate Professor and Director of the Centre for Tourism, Innovation and Culture at the University of Southern Denmark. She is a cultural anthropologist and her research interests are in the field of sustainable tourism development. She has published on national park development, open innovation and Web 2.0, tourism education, tourism crisis communication, events, NGOs and accountability. Janne has conducted a number of research projects relating to competence development for tourism practitioners and tourism educators. She is the chair of the BEST Education Network and steering committee member of the Tourism Education Futures Initiative.

**Deborah Edwards** is a Senior Research Fellow in the School of Leisure, Sport and Tourism at the University of Technology, Sydney. Her interests are in sustainable tourism management, spatial mapping of tourists, urban precincts, tourism planning, volunteers in tourism attractions and the impacts of events. She has published extensively in the area of sustainable tourism and destination management. Deborah is an executive member of the BEST Education Network.
Understanding the Sustainable Development of Tourism
Foreword

Sustainable development and the application of its principles to tourism are more important now than ever. Tourism industry leaders must be stewards over the environmental and socio-cultural resources upon which their institutions depend, and educating future tourism leaders with these principles is essential. To respond to this need, in 2000, a group of educators, researchers and industry leaders formed an international consortium to address this key philosophical shift in tourism development. This group, called Business Enterprises for Sustainable Tourism Education Network (BEST EN) is an innovative group committed to knowledge creation about sustainable tourism development and to disseminating that knowledge to students through a series of educational activities. The educational chapters presented in this volume are one representation of their collective work.

BEST EN meets for annual Think Tanks at consortium universities around the world. Think Tanks have been held in South Africa, Hawaii, Costa Rica, Girona, Spain, Esbjerg, Denmark, Arizona, US, Izmir, Turkey, Singapore and Vienna, Austria. Each chapter in this volume represents the outcome of one of these Think Tanks. BEST EN Think Tanks have two main objectives: 1) to develop knowledge outcomes on a specific aspect of sustainable tourism and 2) to develop a research agenda to expand the knowledge base of that particular aspect of sustainable tourism.

To create responsible future leaders for the tourism industry, one of BEST EN’s co-founders, Professor Abraham Pizam, states that ‘sustainability should be integrated into all aspects of the undergraduate tourism/hospitality curriculum, and sustainable tourism principles need to be practiced in all aspects of tourism operations’. Therefore, BEST EN chose to prepare knowledge outcomes relevant to existing subject matters rather than one comprehensive course on sustainable tourism. In this way, each tourism/hospitality student will be exposed to sustainable tourism practices applicable to the subject matter they are studying.

Each Think Tank extracted the collective wisdom of the group in such a way that the outcome reached beyond individual perspectives and program or temporal constraints. Each time about 40-50 participants were divided into groups led by facilitators. Groups engaged in discussion sessions on the chosen topic of sustainable tourism using the Nominal Group Technique (NGT). On the last day of each Think Tank a comprehensive report was drafted, which was then forwarded to a small sub-group of volunteers who produce the final knowledge outcomes.

Another important innovation is successfully woven into this book. Each chapter has carefully integrated recent work from the Tourism Education Futures Initiative (TEFI) to ensure that key values underlying responsible stewardship and tourism leadership are incorporated. TEFI identified five value sets that tourism
students must imbibe in order to be successful future leaders of a fragile industry in uncertain times. They are ethics, stewardship, professionalism, knowledge and mutual respect. The integration of these values into the chapters has given them a strong foundation upon which to build sustainable tourism curricula. It is our hope that the book will be a resource to inspire colleagues in tourism institutions around the world to advance the cause of sustainable tourism practices for generations to come.

Pauline J. Sheldon,
Former Chair, BESTEN
Co-founder with Daniel Fesenmaier of Tourism Education Futures Initiative
President, International Academy for the Study of Tourism
Chapter extract

To buy the full file, and for copyright information, click here