



Lesson 2
Sustainable Tourism

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How much of tourism demand is for sustainable tourism?

Sustainable tourism appeals to many of the same tourists who enjoy “nature tourism”, “adventure travel”, or “ecotourism” - i.e., tourism that focuses on appreciation of wild areas, wildlife, and local cultures. The WTO estimates that nature tourism generates 7% of all international travel expenditure. If all nature-related travel is included (not just specialty nature tourism tours), the fraction of total tourists who are interested in nature tourism may be as high as 40-60%.



- Those countries whose tourism industry is predominantly "ecotourism" have experienced very high tourism growth. Examples are Costa Rica, with a 400% increase in tourism from 1986 to 1991, and Belize, with a 600% visitor increase from 1986 to 1996.
- A survey of US-based outbound ecotourism operators shows that the number of ecotourism operators grew by 820% between 1970 and 1994, or an average of 34% a year

Where do tourists interested in sustainable tourism come from?

Tourists who express high interest in sustainability and nature-based travel come predominantly from these 12 countries:

- 1. United States
- 2. United Kingdom
- 3. Germany
- 4. Australia
- 5. France
- 6. Sweden
- 7. Netherlands
- 8. Denmark 9. Norway 10. Austria 11. Canada 12. New Zealand





Why do travelers want sustainable tourism?

The World Tourism Organization surveyed tourists from the United States, United Kingdom, Canada and France to better understand their motivations for travel. The results indicated a clear preference for wildlife viewing in a wilderness environment. Other priorities included: viewing rare species, visiting indigenous people, archeology, and bird-watching. preferred education and interpretation with high-quality guides, as well as the opportunity to visit remote, uncrowded areas.

Travelers are also seeking more remote destinations. They are looking for experiences off the beaten path, seeking wild and unspoiled areas. Culturally, many travelers want to escape the sameness of familiar tourism environments and instead want to experience the diversity and richness of local cultures. Many travelers then become activists. As they experience a threatened wilderness or local culture and learn about its plight, they want to help. International and national travelers are looking for environmental education, are willing to pay entrance fees, and are eager to buy local products and services that strengthen the local economy.





Discussion: Your experience with tourism.

- 1. What are the ways tourism has benefited your nation or your business?**
- 2. What are the ways tourism has had negative impacts?**
- 3. Has tourism overall been a positive or negative experience for you?**



Thank You