Contemporary Geographies of Leisure, Tourism and Mobility Series Editor: C. Michael Hall

Professor at the Department of Management, College of Business and Economics, University of Canterbury, Christchurch, New Zealand

The aim of this series is to explore and communicate the intersections and relationships between leisure, tourism and human mobility within the social sciences.

It will incorporate both traditional and new perspectives on leisure and tourism from contemporary geography, e.g. notions of identity, representation and culture, while also providing for perspectives from cognate areas such as anthropology, cultural studies, gastronomy and food studies, marketing, policy studies and political economy, regional and urban planning, and sociology, within the development of an integrated field of leisure and tourism studies.

Also, increasingly, tourism and leisure are regarded as steps in a continuum of human mobility. Inclusion of mobility in the series offers the prospect to examine the relationship between tourism and migration, the sojourner, educational travel, and second home and retirement travel phenomena.

The series comprises two strands:

Contemporary Geographies of Leisure, Tourism and Mobility aims to address the needs of students and academics, and the titles will be published in hardback and paperback. Titles include:

- 1 The Moralisation of Tourism Sun, sand ... and saving the world? Jim Butcher
- 2 The Ethics of Tourism Development Mick Smith and Rosaleen Duffy
- 3 Tourism in the Caribbean
 Trends, development,
 prospects
 Edited by David Timothy Duval

4 Qualitative Research in Tourism

Ontologies, epistemologies and methodologies Edited by Jenny Phillimore and Lisa Goodson

5 The Media and the Tourist Imagination

Converging cultures

Edited by David Crouch,
Rhona Jackson and
Felix Thompson

6 Tourism and Global Environmental Change Ecological, social, econom

Ecological, social, economic and political interrelationships Edited by Stefan Gössling and C. Michael Hall

- 7 Cultural Heritage of Tourism in the Developing World Edited by Dallen J. Timothy and Gyan Nyaupane
- 8 Understanding and Managing Tourism Impacts An integrated approach C. Michael Hall and Alan Lew

- 9 An Introduction to Visual Research Methods in Tourism Edited by Tijana Rakic and Donna Chambers
- 10 Tourism and Climate Change Impacts, adaptation and mitigation C. Michael Hall, Stefan Gössling and Daniel Scott
- 11 Tourism and Citizenship Raoul V. Bianchi and Marcus L. Stephenson

Routledge Studies in Contemporary Geographies of Leisure, Tourism and Mobility is a forum for innovative new research intended for research students and academics, and the titles will be available in hardback only. Titles include:

- 1 Living with Tourism

 Negotiating identities in a Turkish village

 Hazel Tucker
- 2 Tourism, Diasporas and Space Edited by Tim Coles and Dallen J. Timothy
- 3 Tourism and Postcolonialism Contested discourses, identities and representations Edited by C. Michael Hall and Hazel Tucker
- 4 Tourism, Religion and Spiritual Journeys Edited by Dallen J. Timothy and Daniel H. Olsen
- 5 China's Outbound Tourism Wolfgang Georg Arlt

- 6 Tourism, Power and Space Edited by Andrew Church and Tim Coles
- 7 Tourism, Ethnic Diversity and the City Edited by Jan Rath
- 8 Ecotourism, NGOs and Development
 A critical analysis
 Jim Butcher
- 9 Tourism and the Consumption of Wildlife Hunting, shooting and sport fishing Edited by Brent Lovelock
- 10 Tourism, Creativity and
 Development
 Edited by Greg Richards and
 Julie Wilson

- 11 Tourism at the Grassroots
 Villagers and visitors in the
 Asia-Pacific
 Edited by John Connell and
 Barbara Rugendyke
- 12 Tourism and Innovation
 Michael Hall and
 Allan Williams
- 13 World Tourism Cities
 Developing tourism off the beaten track
 Edited by Robert Maitland and Peter Newman
- 14 Tourism and National Parks
 International perspectives on
 development, histories and
 change
 Edited by Warwick Frost and
 C. Michael Hall
- 15 Tourism, Performance and the Everyday
 Consuming the Orient
 Michael Haldrup and

Jonas Larsen

- 16 Tourism and Change in Polar Regions
 Climate, environments and experiences
 Edited by C. Michael Hall and Jarkko Saarinen
- 17 Fieldwork in Tourism

 Methods, issues and reflections

 Edited by C. Michael Hall
- 18 Tourism and India
 A critical introduction
 Kevin Hannam and
 Anya Diekmann

- 19 Political Economy of Tourism
 A critical perspective
 Edited by Jan Mosedale
- 20 Volunteer Tourism

 Theoretical frameworks and practical applications

 Edited by Angela Benson
- 21 The Study of Tourism

 Past trends and future directions

 Richard Sharpley
- 22 Children's and Families'
 Holiday Experience
 Neil Carr
- 23 Tourism and National Identity
 An international perspective
 Edited by Elspeth Frew and
 Leanne White
- 24 Tourism and Agriculture

 New geographies of consumption,
 production and rural restructuring

 Edited by Rebecca Torres and

 Janet Momsen
- 25 Tourism in China
 Policy and development since
 1949
 David Airey and King Chong
- 26 Real Tourism
 Practice, care, and politics in contemporary travel culture
 Edited by Claudio Minca and
 Tim Oakes
- 27 Last Chance Tourism

 Adapting tourism opportunities in a changing world

 Edited by

 Raynald Harvey Lemelin,

 Jackie Dawson and Emma Stewart

- 28 Tourism and Animal Ethics David A.: Fennell
- 29 Actor Network Theory and Tourism
 Ontologies, methodologies and performances
 Edited by René van der Duim,
 Gunnar Thór Jóhannesson and

Carina Ren

- 30 Liminal Landscapes
 Travel, experience and spaces
 in-between
 Edited by Hazel Andrews and
 Les Roberts
- 31 Tourism in Brazil
 Environment, management and segments
 Edited by Gui Lohmann and Dianne Dredge
- 32 Slum Tourism

 Edited by Fabian Frenzel,

 Malte Steinbrink and Ko Koens
- 33 Medical Tourism
 Edited by C. Michael Hall
- 34 Tourism and War
 Edited by Richard Butler and
 Wantanee Suntikul
- 35 Sexuality, Women and
 Tourism
 Cross-border desires through
 contemporary travel
 Susan Frohlick
- 36 Adventure Tourism
 Steve Taylor, Peter Varley and
 Tony Johnson

- 37 Dark Tourism and Place Identity Elspeth Frew and Leanne White
- 38 Backpacker Tourism and Economic Development Perspectives from the less developed world Mark P. Hampton
- 39 Peace Through Tourism
 Promoting human security through
 international citizenship
 Edited by Lynda-ann Blanchard
 and Freya Higgins-Desbiolles
- 40 Scuba Diving Tourism

 Edited by Kay Dimmcock and
 Ghazali Musa
- 41 Contested Spatialities Lifestyle Migration and Residential Tourism Michael Janoschka and Heiko Haas
- 42 Contemporary Issues in Cultural Heritage Tourism Edited by Jamie Kaminski, Angela M. Benson and David Arnold
- 43 Understanding and Governing Sustainable Tourism Edited by Scott Cohen, James Higham, Paul Peeters and Stefan Gössling
- 44 Green Growth and Travelism
 Concept, policy and practice for
 sustainable tourism
 Edited by Terry DeLacy,
 Min Jiang, Geoffrey Lipman and
 Shaun Vorster

Forthcoming:

Trust, Tourism Development and Planning

Edited by Robin Nunkoo and Stephen Smith

Research Volunteer Tourism Angela M. Benson

Volunteer Tourism and Development Jim Butcher and Peter Smith

Social Memory and Heritage Tourism

Edited by David L. Butler, Perry Carter, Stephen P. Hanna, Arnold Modlin and Amy E. Potter The Business of Sustainable Tourism

Edited by Michael Hughes, David Weaver and Christof Pforr

Tourism and Development in Sub-Sahara Africa

Marina Novelli

Work and Organisation in Tourism and Tourism Industries

Edited by David Jordhus-Lier and Anders Underthun

Scientific and Research Tourism Edited by Susan L. Slocum, Carol Kline and Andrew Holden

Green Growth and Travelism

Concept, policy and practice for sustainable tourism

Edited by Terry DeLacy, Min Jiang, Geoffrey Lipman and Shaun Vorster



First published 2014 by Routledge 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

and by Routledge

711 Third Avenue, New York, NY 10017

Routledge is an imprint of the Taylor & Francis Group, an informa business

© 2014 Editorial matter and selection: Terry DeLacy, Min Jiang, Geoffrey Lipman and Shaun Vorster; individual chapters: the contributors.

The right of Terry DeLacy, Min Jiang, Geoffrey Lipman and Shaun Vorster to be identified as the authors of the editorial material, and of the authors for their individual chapters, has been asserted in accordance with sections 77 and 78 of the Copyright, Designs and Patents Act 1988.

All rights reserved. No part of this book may be reprinted or reproduced or utilised in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publishers.

Trademark notice: Product or corporate names may be trademarks or registered trademarks, and are used only for identification and explanation without intent to infringe.

British Library Cataloguing in Publication Data
A catalogue record for this book is available from the British Library

Library of Congress Cataloging in Publication Data
Green growth and travelism: concept, policy and practice for sustainable tourism / edited by Terry DeLacy, Min Jiang, Geoffrey Lipman.
pages cm – (Contemporary geographies of leisure, tourism and

mobility)
Includes bibliographical references and index.

1. Sustainable tourism. I. DeLacy, Terry.

G156.5.S87G74 2014

910.68'4-dc23

2013047757

ISBN: 978-0-415-53179-5 (hbk) ISBN: 978-0-203-11532-9 (ebk)

Typeset in Times New Roman by Wearset Ltd, Boldon, Tyne and Wear



Printed and bound in Great Britain by TJ International Ltd, Padstow, Cornwall

Contents

	List of figures	xi
	List of tables	xiii
	List of contributors	xiv
	Preface	xix
	List of abbreviations	XX
PA	RT I	
Set	tting the scene	1
1	Green growth and travelism — a sustainable development journey	3
	GEOFFREY LIPMAN	
2	Travelism and the low-carbon imperative	21
	SHAUN VORSTER AND JAKO VOLSCHENK	
PA	RT II	
Green growth and the travelism value chain		39
3	Lower-carbon aviation in the green economy	41
	SHAUN VORSTER AND CHRIS LYLE	
4	Greening accommodation	59
	REBECCA HAWKINS AND SHAUN VORSTER	
5	Greening events	83
	JUDITH MAIR	

x	Contents	
6	Greening consumers	97
	ROMANA GARMA	
7	Chasing well-being: new directions for appraising tourist experiences SEBASTIAN FILEP AND JAMES HIGHAM	112
	RT III onnecting to the local	131
Q	Responsible tourism and the green economy	133
0	HAROLD GOODWIN	
9	Greening tourism jobs: approaches in Indonesia STEVE NOAKES	145
10	Green tourism alleviating poverty: community-based	1.50
	ecotourism in Fiji	159
	DAWN GIBSON	
11	Destination management and the green economy DAVINA STANFORD, ROGER CARTER AND CAROLYN GEORGE	174
	ART IV overnance and frameworks	189
12	Climate change and global tourism governance	191
	HEATHER ZEPPEL	
13	A 2050 Green Growth Roadmap for Bali tourism TERRY DELACY, GEOFFREY LIPMAN AND ALEXANDRA LAW	207
1	4 A climate change adaptation framework for Pacific Island tourism MIN JIANG AND TERRY DELACY	225
	MIN TIVING WID LOWY, DOGING	
1:	5 System models for tourism green growth	241
	MICHAEL MCGRATH, PAUL WHITELAW AND	
	HENK MEIJERINK	

	RT V	Contents	хi	
	The way forward		257	
6	Signposts on the green growth path	:	259	
	GEOFFREY LIPMAN, MIN JIANG, SHAUN VORSTER AND			
	TERRY DELACY			
	Index	:	271	

Dawn Gibson has submitted her PhD on the challenges of indigenous community tourism operations in Fiji. Her research interests include: sustainable tourism development, impacts of tourism, community/indigenous tourism, backpacker and volunteer tourism, employee empowerment, service quality, retail tourism, strata title ownership in multinational corporations, hospitality and increasing local agricultural linkages to tourism through farm-to-table initiatives with hotels/resorts and local communities. She is a lecturer in tourism and hospitality with the School of Tourism and Hospitality Management at the University of the South Pacific.

Harold Goodwin is Professor of Responsible Tourism Management in the School of Events, Tourism and Hospitality at Leeds Metropolitan University. He is also a Director of the International Centre for Responsible Tourism, which he founded in 2002, following the International Conference on Responsible Tourism in Destinations in Cape Town and which he chaired. The Cape Town Declaration sets out the principles of Responsible Tourism. Research interests include destination management, tourism, local economic development and poverty reduction and the responsibility agenda.

Rebecca Hawkins is the Managing Director of the Responsible Hospitality Partnership Ltd and Research and Consultancy Fellow to Oxford Brookes University. She has worked with over 100 hospitality and accommodation businesses to help them define their sustainability vision, reduce resource consumption, train staff or deliver cost savings. She writes prolifically and is the author of a number of textbooks on responsible hospitality. She contributes regularly to the trade press and writes a number of tool kits to support hospitality businesses in the transition to green growth.

James Higham is Professor of Tourism at the University of Otago, New Zealand, whose research addresses tourism and global environmental change. His current research programme, which is titled 'Climate change, tourism and aviation', explores attitudes to climate change in long-haul visitor markets, tourist responses to climate change and the 'flyers' dilemma', systems of transport provision and barriers to tourist behaviour change that need to be addressed as part of the transition to a low-carbon future.

Alexandra Law is a PhD candidate at Victoria University, Australia. Her research interests focus on tourism and the green economy and she has worked on several international research projects in this field, including the Green Growth 2050 Roadmap for Bali Sustainable Tourism Development.

Chris Lyle is Representative of the United Nations World Tourism Organization (UNWTO) to the International Civil Aviation Organization (ICAO) and heads up his consultancy, Air Transport Economics. His primary expertise is in regulatory policy and economic analysis. Over the past several years much of his focus has been on climate change impacts of tourism and aviation. Chris is a graduate of Cambridge University with a postgraduate in operational research, and he is a Fellow of the Royal Aeronautical Society.

Judith Mair is Senior Lecturer in Tourism and Events at Monash University, Australia. She is joint Editor-in-Chief of the *International Journal of Event and Festival Management* and Co-convenor of the Council for Australasian Universities Tourism and Hospitality Education (CAUTHE) Event Studies Special Interest Group. Her research interests include climate change; sustainable tourism and events; post-disaster recovery for tourism destinations; and the social and environmental impacts of festivals and events.

Michael McGrath gained his PhD in 1993 from Macquarie University, worked at Macquarie from 1994 to 2001 and joined Victoria University (VU) as a Professor of Information Systems in 2002. He has produced over 150 refereed publications during his career. Many of these publications have been concerned with decision support system (DSS) development and implementation, particularly in the tourism domain where, from 2004 to 2009 he was Leader of the Australian Sustainable Tourism Cooperative Research Centre (STCRC) 'ICT in Tourism' research stream.

Henk Meijerink is an Information Technology (IT) consultant on a number of tourism industry projects. As a systems architect and software developer with extensive Information and Communication Technology (ICT) experience in the telecommunications and tourism domains, Henk co-produced the National Information Architecture for the Australian Tourism Industry (NIAATI) and has developed several IT solutions for Victoria University (VU), the Australian Sustainable Tourism Cooperative Research Centre (STCRC) and the Tourism and Transport Forum (TTF), leveraging state-of-the-art technology components including OWL/RDF, .NET, web services, system dynamics and fuzzy logic.

Steve Noakes is a visiting professor at the University of Lapland, Finland. Founder of international project management company, Pacific Asia Tourism Pty Ltd and part-owner of Ecolodges Indonesia and Second Nature Asia Pacific, he was the senior international consultant on sustainable tourism for the International Labour Organisation's sustainable tourism and green jobs project in Indonesia during 2011 and 2012. In Australia, he has previously served as an Adjunct Professor at the University of Queensland and Griffith University and Head of the Tourism and Hospitality programme at CQUniversity.

Davina Stanford is a Senior Lecturer at Leeds Metropolitan University and teaches on the Responsible Tourism Management MSc. Her research interests include responsible tourist behaviour and destination management. Davina has worked as a tourism consultant on numerous projects for a range of clients, including destination management organisations, local authorities, regional, national and international agencies (e.g. the Regional Development Agencies, Natural England, UNEP and UNWTO), small businesses and local community groups. Consultancy projects include coordinating and editing the UNEP Green Economy Report Tourism Chapter.