

Socially Responsible Travel

a new paradigm in development

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The Challenges of International Development

Percentage of the population living on less than \$1 per day



Green = 0%

Olive = 0-5%

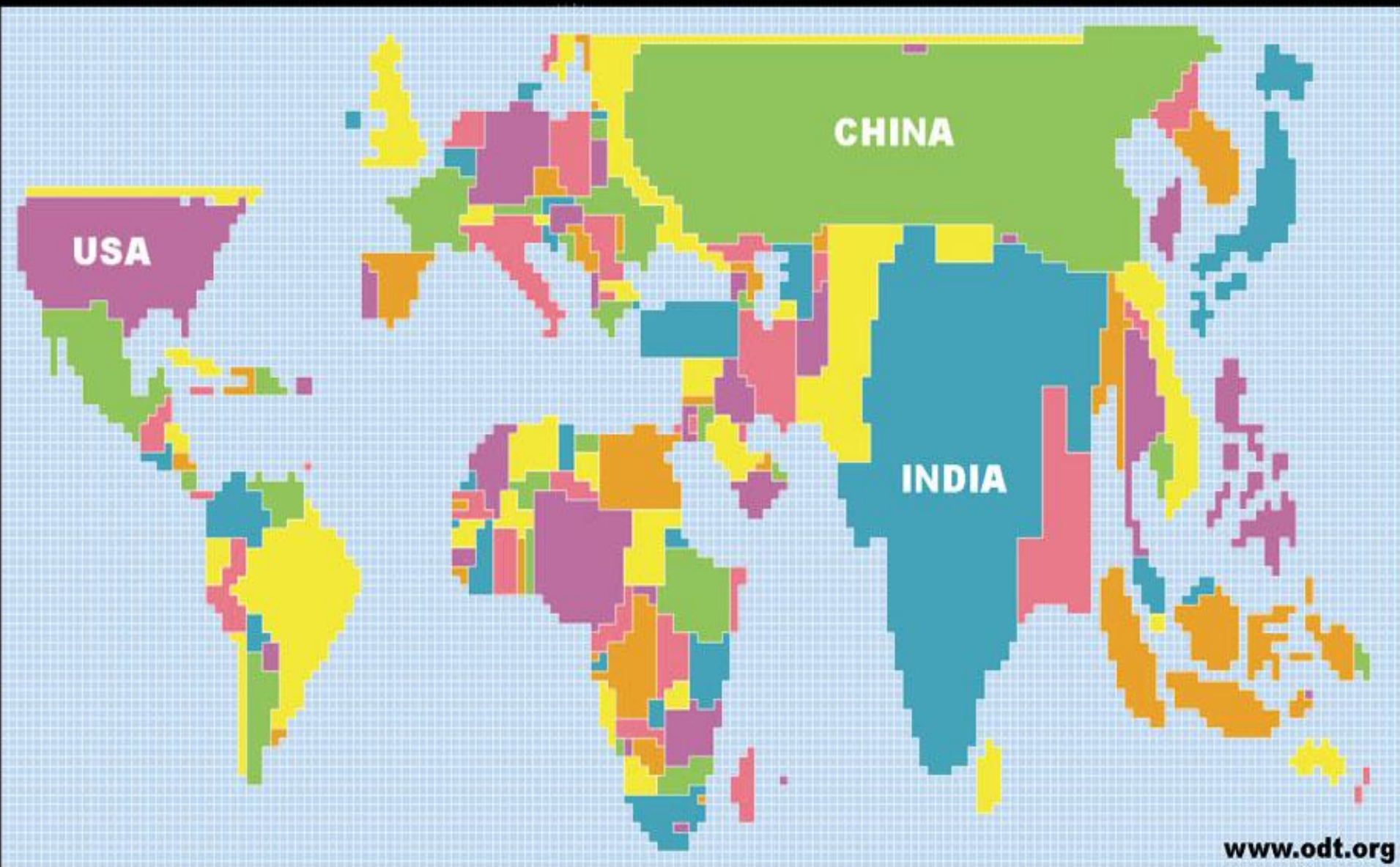
Yellow = 5-20%

White = 20-40%

Orange = 40-60%

Red = 60-80%

The Population Map: Each country is shown proportional to its population. Each square of the grid on the map represents a million people.



International Aid: Money, goods and services given by the government of one country or donor, to help another country or individual.

“Give someone a fish”

Sustainable Development: Development that meets our present needs, without compromising the ability of future generations to meet their needs.

“Teach them to fish”

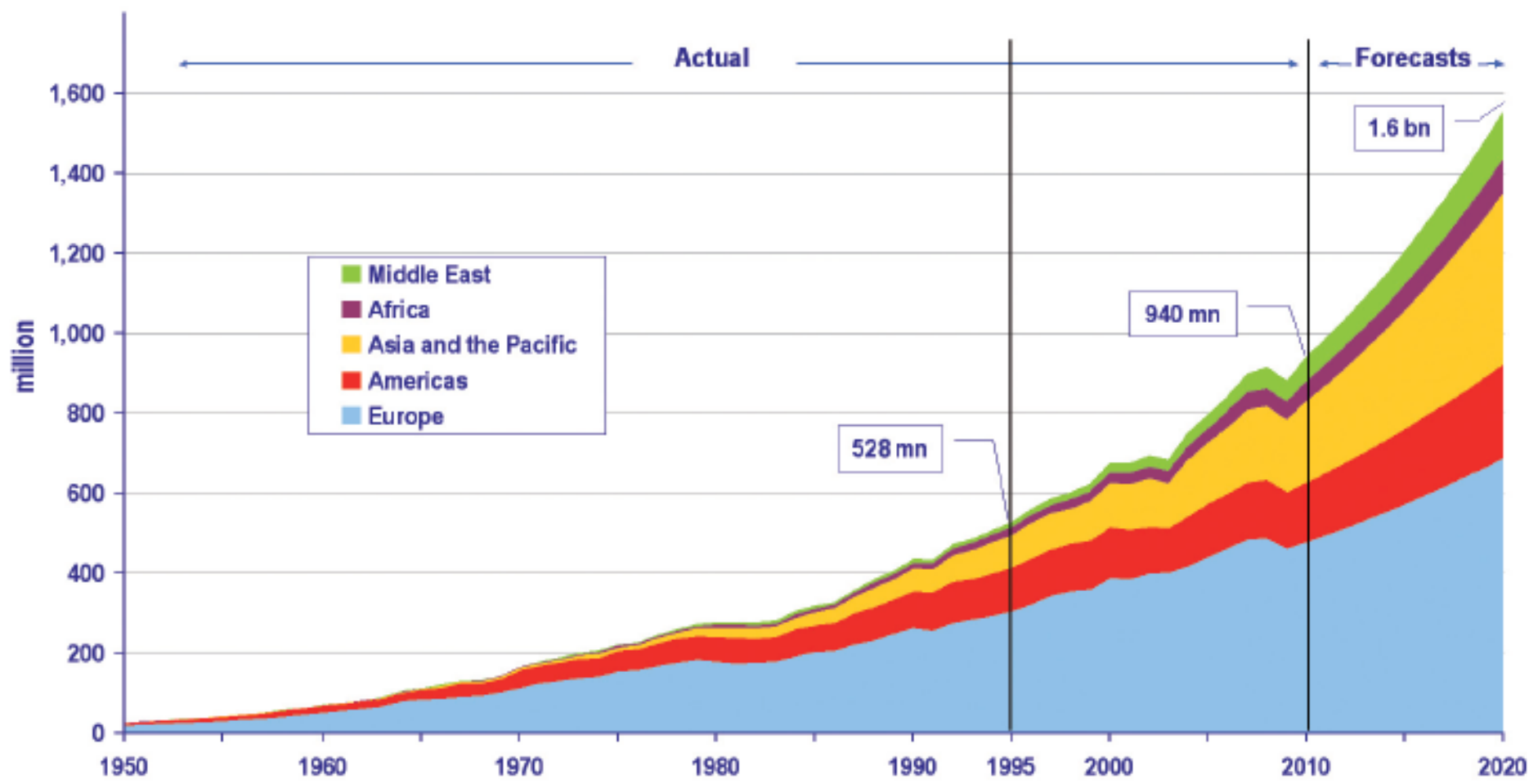


Sustainable Livelihoods: A livelihood is sustainable when it can cope with and recover from stresses and shocks, and adapt as necessary, while not undermining the natural environment.

“Provide opportunities for fishing, and fixing bicycles, and selling bananas, and working as a tour guide, and driving a vehicle, and....”

Socially Responsible Travel as a Tool for Development

International Tourist Arrivals by region (million)



WTO. (June 2011). Tourism Barometer. Retrieved on Jan 2, 2017 from <http://mkt.unwto.org/sites/all/files/docpdf/unwtohighlightsnenhr.pdf>

Shifting the Paradigm...

Mass Tourism

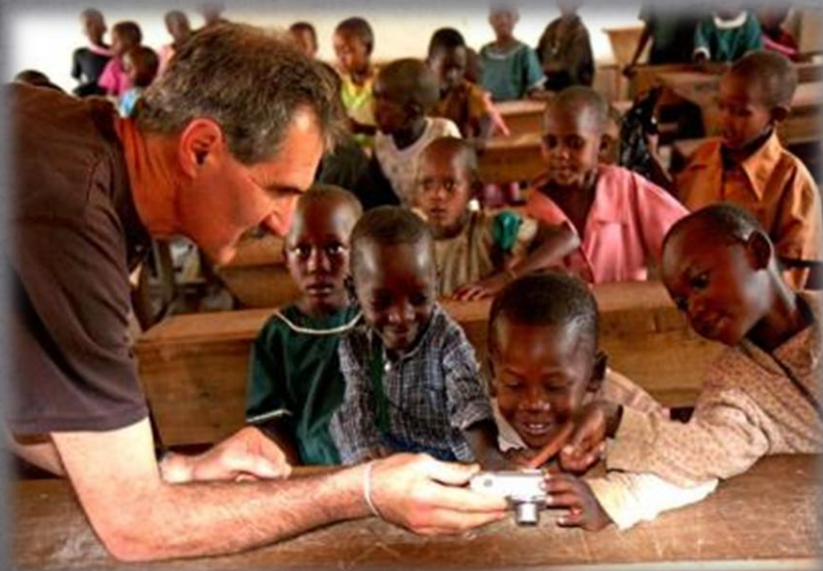
- High volume package tours
- Controlled by multi-national corporations
- Extensive 'leakages'
- Emphasizes economic growth and profit
- Separated from local population (resort walls)
- High consumption (food, water, sanitation)

Socially Responsible Travel

- Low volume private tours
- Locally owned and small scale
- Minimal 'leakages'
- Emphasizes community stability and well-being
- Integrated with local population
- Low consumption (local materials, local food)

Socially Responsible Travel:

Travel to natural areas that strives to be low impact and small scale. It helps educate the traveler, provides funds for conservation, directly benefits the economic development and political empowerment of local communities, and fosters respect for different cultures.





Involves travel to natural areas









Low Impact (Solar Powered Electricity)









Educates the Traveler

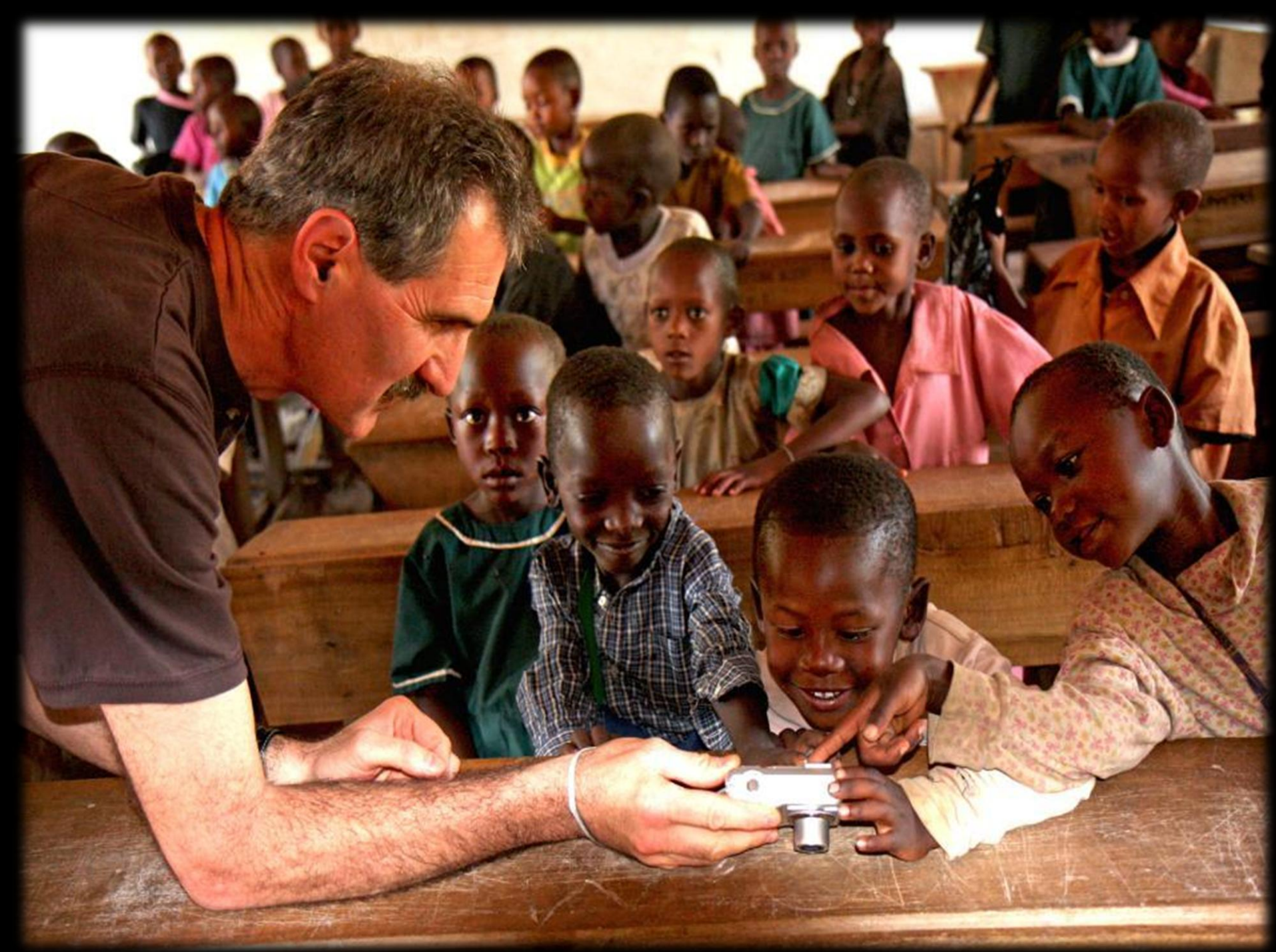




AFRICA IN PERSPECTIVE



Fosters respect for different cultures









Provides funds for conservation









Employs local labour and local materials





Empowers local communities







Our Tree Planting Project



Our Tree Planting Project



Savannah helping at our Tree Planting Project



**Our Kibera Breakfast
Feeding Project**



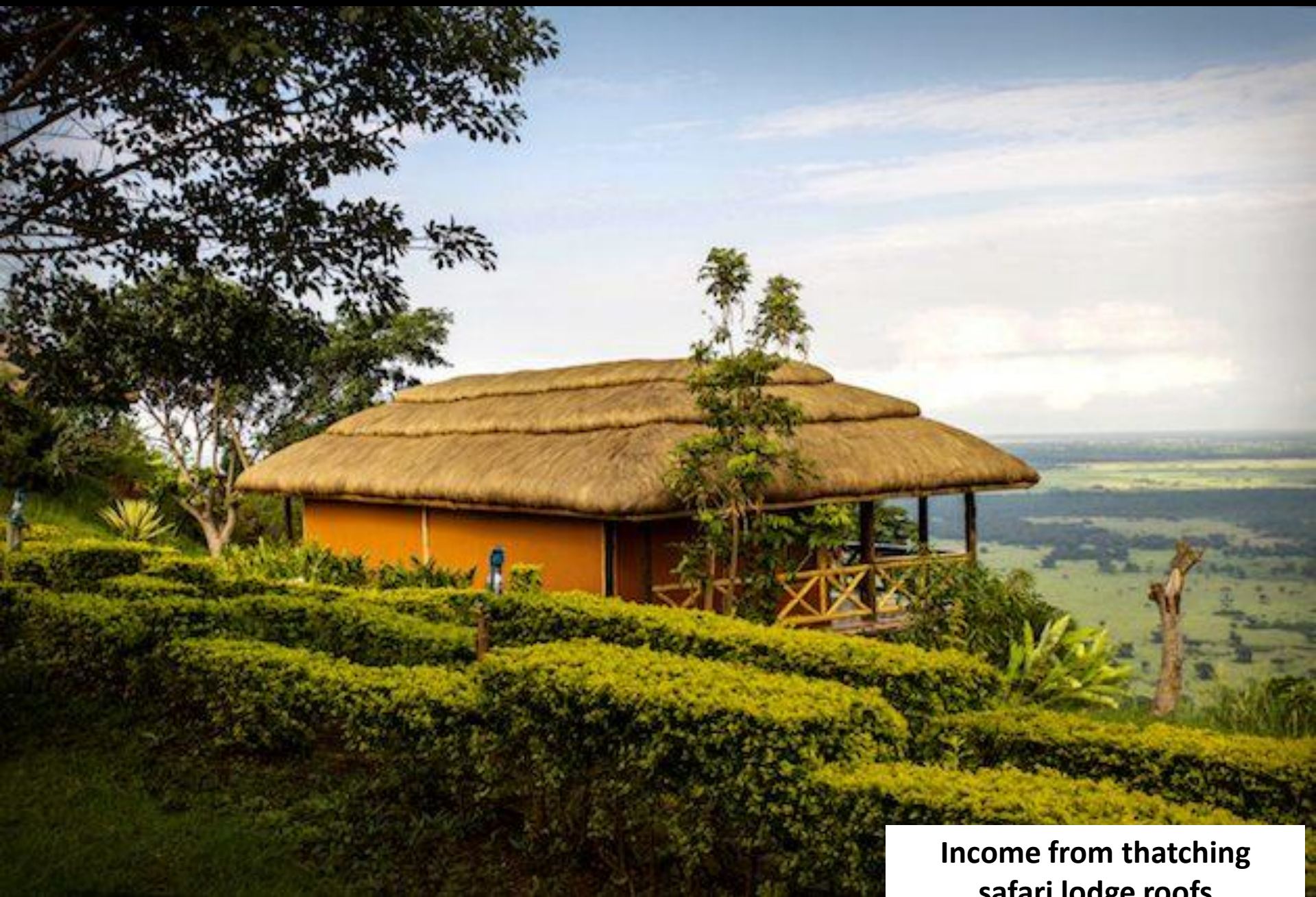
Our Maasai Project



**Income from selling
Goats and Eggs**



Income from selling beads and crafts



**Income from thatching
safari lodge roofs**



Income from Driving and Guiding

Socially Responsible Travel: Making a World of Difference



**Socially responsible tour operators make
an effort to attain local knowledge,
understand local dynamics, and strive
for ethical partnerships**



A black and white photograph of an iceberg floating in the ocean. The visible tip of the iceberg is small and jagged, while the vast, dark, and textured submerged portion is much larger. The horizon line is straight, separating the dark water from a light sky. The text is overlaid on the submerged part of the iceberg.

**WE ONLY SEE THE THINGS ON
THE SURFACE.**



The UNEP Solar Box Cooker

**Appropriate
technology
for reducing
fuelwood
consumption
and
deforestation
in Lesser
Developed
Countries**





Links between Responsible Travel and Sustainable Livelihoods:

- Eco-lodges (solar, local materials, organic food)
- Foreign exchange (#1 earner in many LDC's)
- Local employment (managers, cooks, guides, guards)
- Conserves wildlife (sea turtles & lion rescue programs)
- Conserves culture (clothing, dance, jewelry)
- Conserves the environment (small scale, low impact)
- Community initiatives (schools, clinics, roads)

A responsible tour company will:

- Provide pre-departure educational materials or forums for participants.
- Organize groups small enough to allow non-intrusive interaction with host peoples and environments.
- Employ guides qualified to help interpret the cultures and ecosystems visited.
- Assure that the host population benefits.
- Provide opportunities to interact with local people and community-based organizations.





*Never doubt that a small group of thoughtful,
committed citizens can change the world.
Indeed, it's the only thing that ever has.*
-- Margaret Mead

