

CHAPTER 13

Sustaining Tourism's Benefits

There are no passengers on Spaceship Earth. Everybody's crew.

—MARSHALL MCLUHAN

LEARNING OBJECTIVES

After you have read this chapter, you should be able to:

1. Explain how the success of sustainable tourism is measured with the triple bottom line.
2. Explain how ecotourism differs from mass tourism.
3. Explain how tourism service providers can fulfill the principles of ecotourism.
4. Describe the benefits that may be achieved through the use of ecotourism practices.
5. Explain why tourism service suppliers are embracing sustainability practices.
6. Describe why it is so difficult for tourism service suppliers to achieve sustainable operations.

CHAPTER OUTLINE

Green's the Dream

Introduction

When Is Tourism Too Much of a Good Thing?

Planet

People

What's in a Name?

Ecotourism

Niche Markets

Establishing Standards

Going Green

A Future of Sustainability

Summary

You Decide

Net Tour

Discussion Questions

Applying the Concepts

Glossary

References