



PUBLIC UNDERSTANDING OF SUSTAINABLE TOURISM

Graham Miller

University of Surrey, UK

Kathryn Rathouse

Independent Social Researcher, UK

Caroline Scarles

University of Surrey, UK

Kirsten Holmes

Curtin University of Technology, Australia

John Tribe

University of Surrey, UK

Abstract: If tourism is to become part of a more sustainable lifestyle, changes are needed to the patterns of behaviour adopted by the public. This paper presents the results of research conducted amongst members of the public in England on their understanding of sustainable tourism; their response to four desired tourism behaviour goals, and expectations about the role of government and the tourism industry in encouraging sustainable tourism. The research shows a lack of awareness of tourism's impact relative to day-to-day behaviour, feelings of disempowerment and an unwillingness to make significant changes to current tourism behaviour. **Keywords:** behaviour change, public, understanding, sustainable, responsibility. © 2010 Elsevier Ltd. All rights reserved.

INTRODUCTION

Urry (2008) argues that social sciences have no choice but to engage with various futures, principal amongst which is the challenge of climate change. While technological innovations in alternative fuels and energy saving devices may provide some comfort (or distraction) the scale of advance needed means they are unlikely to produce the efficiencies necessary to avoid the dangerous climate change territory described by the [InterGovernmental Panel on Climate Change \(2007\)](#) and [Stern \(2006\)](#). Hence, this original work is situated within the literature of behaviour change and considers whether members of the public are willing to consume differently, and/or consume less

Dr Graham Miller is a senior lecturer in the Faculty of Management and Law at the University of Surrey (Guildford, Surrey, GU2 7XH, UK. Email <G.Miller@surrey.ac.uk>). Graham's research is in the transition towards sustainable tourism. **Kathryn Rathouse** is an independent social researcher; **Dr Caroline Scarles** is a lecturer in tourism and **Prof. John Tribe** is a professor of tourism, both at the University of Surrey. **Dr Kirsten Holmes** is a research fellow at Curtin University, Australia.

through changes to their tourism behaviour in order to progress the transition towards a more sustainable lifestyle.

The UK Government's Sustainable Development Strategy and report by the Sustainable Development Commission and National Consumer Council through the [Sustainable Consumption Roundtable \(2006\)](#) recognised the need to explore public responses towards actions for sustainable lifestyles and their interactions with broader lifestyle aspirations. Addressing this strategy, this paper presents results of empirical research conducted for the UK government Department for the Environment, Food and Rural Affairs (Defra), on public understanding of sustainable tourism, as part of Defra's programme of work on sustainable consumption and production. The remit of the research undertaken for this project was to investigate people's understanding of sustainability as it applied to tourism and leisure, although this paper presents the results of the findings related only to tourism. The findings from the research are designed to feed into a Behaviour Change Strategy and the Citizens and Mass Engagement Programme. Parallel projects examined public understanding and willingness to change behaviour related to energy use in the home, transport, finance and investment and food, and some of the synthesis findings of these projects are incorporated within this paper.

Recognising the alternative futures possible, Defra felt that to make the transition towards a more sustainable lifestyle, a fuller understanding of residents' response to sustainable tourism was needed. The three research objectives set by Defra and addressed in this paper are: firstly, to explore public understanding of sustainable tourism; secondly, to establish responses by members of the public to Defra's four tourism behaviour goals, and finally to establish expectations about the role of government and the tourism industry in the supply of sustainable tourism opportunities. The four behaviour goals were: first, to encourage the UK as a holiday destination; second, to travel less or combine travel; third, to choose more sustainable travel methods; and fourth to choose more sustainable activities whilst on holiday.

PRO-ENVIRONMENT BEHAVIOUR CHANGE

A common premise of work promoting sustainability has been that an increase in awareness and education amongst the public will encourage more pro-environmental behaviour ([Devine-Wright, 2004](#)). Within the literature on sustainable tourism, raising awareness amongst consumers has also featured heavily as an approach to making tourism more sustainable ([Dolnicar, Crouch, & Long, 2008](#)). For authors such as [Johnson \(2006\)](#) the need to raise the awareness of visitors is incumbent on business operators, but the link between this rise in awareness and any change in behaviour is not questioned. [Amendah and Park \(2008\)](#) believe raising knowledge can change consumption patterns while [Lee and Moscardo \(2005\)](#) find that

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات