



The Encyclopedia of Sustainable Tourism

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Hospitality

The act of being hospitable. While this is the simplest definition of hospitality, there are a number of different definitions provided by the literature. Some of these include ‘receiving guests in a generous and cordial manner’, ‘creating a pleasant or satisfying environment’, ‘satisfying a guest’s needs’, ‘anticipating a guest’s desires’ or ‘generating a friendly and safe environment’, but all of these definitions relate to the overall principle of being hospitable (Chon and Maier, 2010). The hospitality industry comprises many service-oriented sectors of the broader tourism industry. These sectors include **accommodation**, restaurants, bars, clubs, pubs, theme parks, **cruise lines**, **meetings and events**, gaming, entertainment and **transportation**, as well as other tourism-related businesses. According to Chon and Maier (2010), the hospitality industry dates back more than 4000 years to the overnight lodging provided along the Middle East trade and caravan routes. Today, the hotel industry alone worldwide consists of more than 632,000 businesses, has revenues of approximately US\$580 billion and employs more than 4 million staff (IBISWorld, 2012).

SR

Host/guest

An important branch of studies that focuses on the relationship between locals and tourists discussed in Smith’s (1977) book *Hosts and Guests: The Anthropology of Tourism*. In the 1970s and the 1980s attention was turned to the negative **impacts** of tourism on the fragile economic and socialcultural balances on local host **communities** in the third world. This was then extended to all touristic contexts and this dynamic was recognized in tourist destinations in complex modern societies too. Investigative themes were also gradually extended: from reciprocal perceptions and attitudes right through to the **governance** of touristic processes in terms of their social **sustainability**.

MG

Hotel

A building used for **accommodation** purposes for business or leisure travellers. Depending on their size, hotels also usually offer a range of facilities and services including: food and beverage outlets (some may also provide room service); conference and **event** facilities; **leisure**, health and fitness facilities including swimming pools, gyms and spas; concierge services for tour bookings; and business services including computer access, printing and services for sending and receiving facsimiles. Hotels are often classified through grading systems. Some suggest that hotel grading and classification systems are responsible for causing confusion not only for guests, but also for the industry (Cooper *et al.*, 2008; Cser and Ohuchi, 2008). Inconsistencies and variances both domestically and internationally among grading schemes are responsible for varying degrees of (dis)satisfaction where such grading schemes can also be seen as responsible for providing an expectation of not only the level of **quality** to be provided, but also of the level of **hospitality**, or type of experience (Ariffin and Maghzi, 2012).

with the colonial population maintaining political allegiance to the country of origin. Imperialism occurs with or without the transfer of population and sovereign control. Confusion about the meaning of post-colonialism occurs because of the reference to the conditioning term 'post'. As such, post-colonialism can erroneously be thought of as a chronological phenomenon: something that occurs after colonialism. However, this is not the meaning of the term.

Various definitions of post-colonialism can be found. The most widely accepted is that after colonialism there is a continuation of the logic of colonialism in the intellectual, religious and cultural practices with commensurate **power** structures and social hierarchies, allowing continued domination of the original colonizing population. A fundamental paradigm that is perpetuated in this regime is the 'us-them' binary distinction, which helps to further subjugate the colonized subjects by ensuring they are excluded from power structures. Post-colonial theory has been used extensively to examine the ways Western and European tourism perpetuates post-colonial relations in countries that have had colonial rule (Craig, 1994; Akama, 2004; d'Hautesserre, 2004; Hall, 2004; Burns, 2008). Critical studies highlighting the emancipatory potential of a post-colonial analysis of tourism reveals the role of identity (Saldanha, 2002; Hall, 2004; Tucker, 2009), **gender** (Aitchison, 2001), the politics of **poverty** (Scheyvens, 2007), construction of **heritage** (Saldanha, 2002; Meskell, 2003; Waters, 2006; Winter, 2007) and world-making (Hollinshead *et al.*, 2009) in how post-colonial readings of tourism production and consumption can be used to destabilize dominant discourses that perpetuate post-colonial relations.

RH

Post-tourism

The evolution of tourism in the **post-modern** era. Tourism has been transformed to reflect the cultural and social changes that affect society. Tourism becomes a commodity, and it is differentiated into various *tourisms*, in which the space of realization is often a 'non-place' (Augè, 1992) and a 'hyper-reality' (Eco, 1986). The first scholar to speak of 'post-tourists' was Feifer (1985), who identifies three of their characteristics: (i) they do not have to leave their home to '**gaze**' on tourist sites, thanks to information and communication technologies and the mass media; (ii) they are happy to have a wide choice of activities and motivations available to them; (iii) they live the tourist experience as a game, an activity that is an end in itself, and know that this is not the only and **authentic** experience (Urry, 2002). The post-tourist accepts and appreciates a highly mediated environment, and combines reality, imaginary space and the virtual world to shape the tourist experience in a creative and non-passive manner.

SF

Postmodern society

Transformations in the cultural sphere and in lifestyle, with particular reference to those which have occurred since the 1970s. 'Postindustrial' is often used to trace the changes that take place in the social-economic field, the term 'postmodern' was originally most

commonly used in order to define a certain style in architecture, but also defined broader changes to societies and cultures under **globalization**. It is characterized by a 'time-space compression' (Harvey, 1989), which was helped by dramatic developments in communications and **transport**. Spatial compression is the result of a radical broadening of the limits of individual action. **Mobility** has become an everyday action (commuting, travelling and tourism) and is seen either positively, as dynamic and cosmopolitan, or negatively, as disorientating and 'disembedding' (Giddens, 1991). Temporal compression stems from a speeding up of all processes and 'life cycles', including those related to products (which become obsolete extremely rapidly) and especially those related to single individuals (the tendency to jump ahead, in search of immediate gratification, to live the present without planning the future). This 'compressed' condition creates seemingly opposing phenomena: the loss of historical meaning but also the 'hunger for history', i.e. searching in the past for the roots of one's own identity (from whence the great development of heritage and cultural tourism of recent decades). Other consequences in the touristic sphere include the disappearance of **borders** between the user and the producer of culture and, more generally speaking, between original and copy. Assisted by technology, these have become increasingly similar in terms of status. This has led to an evolution in the relationship between tourist and touristic goods, which has gone from passive deference to active participation.

See also **Co-creation, Representation**

MG

Poverty alleviation

Although the use of tourism for poverty reduction may appear an incongruent concept it is indicative of both the spatial growth of tourism and an increasing emphasis on poverty alleviation as part of international policy. An evident trend in the international tourism market is one of increasing international arrivals to developing countries especially the **less-developed countries (LDCs)** and the growth in **domestic tourism** in developing countries. Both these trends offer potential opportunities for the involvement of the poor in tourism and the creation of **livelihood** opportunities. The significance of domestic tourism for poverty reduction is that domestic tourists are more likely to display a higher propensity of utilizing tourism enterprises initiated by the poor than the majority of international tourists, as they are familiar with local quality standards of service and produce.

The potential use of tourism for poverty alleviation has been recognized by the **United Nations World Tourism Organization (UNWTO)** through the 'Sustainable Tourism–Eliminating Poverty' (ST-EP) initiative and in the '**pro-poor tourism (PPT)**' concept that originates from the United Kingdom's Department for International Development (DFID). Essential to both approaches is the focusing of development policy through Poverty Reduction Strategy Papers (PRSPs) on the poor, rather than the emphasis being on macro-economic growth and trickle-down effects, and integrating tourism into poverty reduction policy. Integral to both approaches are environmental sustainability and participatory approaches that actively and meaningfully involve the poor in the decision-making process of development, akin to Agenda 21. While the use of tourism for poverty has potential, it is at an early stage of development and empirical data to evaluate its usefulness is scarce. However, it is evident that generic barriers

Initiative has the support of the United Nations World Tourism Organization (UNWTO), United Nations Environment Programme (UNEP) and the United Nations Educational, Scientific and Cultural Organization (UNESCO).

TL

🔗 Tour Operators Initiative
www.toinitiative.org/

🏠 Tourism

According to the UNWTO, tourism involves an overnight stay away from one's fixed address (minimum one night, maximum 1 year) for leisure, relaxation and education purposes. Tourism already existed in the pre-modern age, as a niche phenomenon, but then became a mass phenomenon in urban-industrial society as a result of significant social and technological changes that occurred (the emergence of workers' rights, paid holidays and the development of **transport**). It is the main way that the urban-industrial society organizes free time, replacing the tied practices of the farming world. During the modern age, tourism provided rest from the psycho-physical strain of hard labour, yet in the postmodern age it takes on other functions, acting as a status symbol for **cultural capital**, providing cultural enrichment and helping to construct and narrate our own complex personal biography.

MG

📖 Tourism Area Life Cycle (TALC)

A model proposed by Butler (1980) to illustrate the pattern of **development** common to many tourist destinations. The model has become one of the most cited examples in the tourism literature with over 2400 citations to date, and it is still in current use with new applications appearing in the tourism literature annually. The model uses an asymptotic curve to illustrate the pattern of a tourist destination, with the vertical axis reflecting visitor numbers and the horizontal axis time. It is acknowledged that visitor numbers is a crude measure of the **development** of a destination but it reflects the only generally available measure in most locations. Overnight visitors are more likely to reflect the true stage of development as day and **cruise** visitors tend to reflect later stages in a destination's cycle.

The product life cycle, originally developed in the management literature, provides the conceptual base for the model, on the basis that tourist resorts and destinations are themselves **products** and should therefore follow a common product **life-cycle** pattern. Butler's original model listed five stages of development common to all destinations: exploration, involvement, development, consolidation and stagnation, followed by a range of alternative subsequent stages, rejuvenation (rapid and slow), stabilization and decline (rapid and slow), with the argument that management intervention was the deciding factor as to which alternative path would be followed (Fig. T2). The subtitle of the original article was 'Implications for management of **resources**', and it was argued that if appropriate and timely intervention did not occur, then decline was most likely. The model suggested that development beyond the range of critical elements of the **carrying capacity** of the destination being examined would result in a loss of **quality**

Index

Pages shown in BOLD show main entries in the index that are also main entries in the text

- access **1**
 - peripherality 371
- accessibility **1–2**
 - disabilities 148
 - Geographical Information System (GIS) 228
 - hiking 263
 - transport 502
- accommodation **2–4**
 - all-inclusive resorts (AI resorts) 18
 - camping 62
 - cycle tourism 129
 - disabilities 148
 - ecolodges 158–159
 - farm tourism 213
 - hotels 265–266
 - mass tourism 326
 - timeshare 485
 - tour guides 487
 - Viabono 516
 - visitor centres 518
 - worker-run/recuperated hotels 542
- accounting **4–5**
 - triple bottom line (TBL) 507
- accreditation **5–7**
 - and certification 69
 - ECEAT 196
 - quality tourism 404
- acculturation **7**
 - demonstration effect 137–138
- action research **7–8**
 - participatory action research (PAR) 368
- actor network theory (Latour) 353
- adaptation to climate change **8, 72**
 - Great Barrier Reef 242
- adaptive architecture **9**
- adaptive co-management **9**
- advanced wastewater treatment system (AWTS) **9–10**
- Adventure Activities Licensing Authority (AALA) **10, 39**
- Adventure, Cultural and Ecotourism (ACE) tourism **10**
- adventure tourism **10–13**
 - adventure tourism segmentation, case study 323
 - Antarctic 24
 - birdwatching 56
 - climbing 75
 - ecotourism 165
 - environmental impact 181
 - experiential education 207–208
 - gender 224
 - hard tourism 254
 - Lindblad Expeditions 315
 - motorcycle tourism 334
 - mountain biking 336
 - networks, case study 354
 - outdoor recreation 362
 - risk 425
 - SCUBA diving 437
 - ski tourism 441
 - space tourism 458
 - trekking 506
- Adventure Travel Trade Association (ATTA) **13**
- advocacy **13–14**
- aesthetics **14**
- agenda **14**
- agritourism (agrotourism) **14**
 - direct marketing 147
 - farm tourism 213
 - Women's Agrotourism Cooperatives (WAC) 541
 - WWOOF (WWOOFing) 548
- aid **14–15**
- air pollution *see* pollution
- airlines **15–16**
 - International Air Transport Association (IATA) 287
 - low cost 71, 318–319
 - multinational companies (MNCs) 340–341
 - open skies policies 71
 - transport 501
- airport **16–17**
 - security 71

- all-inclusive resorts (AI resorts) 18
- alliances 85
- alternative tourism 18–19
 - economic impact 162
 - and educational tourism 170
 - Journal of Sustainable Tourism 304
 - mass tourism 325
 - pilgrimage 376
 - special-interest tourism 459
- amenity migration 19
- amusement parks, International Association of Amusement Parks and Attractions (IAAPA) 287
- angling 19–20
 - fishing 217
 - Leisure Specialization Continuum 312
- animal ethics 20–21, 180
- Annapurna Conservative Area Project/ Programme (ACAP) 23–24, 43, 134, 507
- Antarctic regions, Polar tourism 380
- Antarctic tourism 24–25
 - International Association of Antarctica Tour Operators (IAATO) 287
 - Lindblad Expeditions 315
- Antarctica Treaty Guidelines 80
- appreciative inquiry 25
- approach distance 25
- appropriate development 29–30
- appropriate tourism 31–32
- aquaculture 32, 217
- aquarium 32
- ArcGIS package 229
- architecture 32–33
- Arctic regions, Polar tourism 380
- arctic tourism 33–35
- artificial reef 35–37
- artificial reefs 50
 - battleship sinking case study 37
- arts tourists, cultural tourism 123
- Asia Pacific Economic Co-operation (APEC) 84
- Aspen Institute 37
- assessment 38
- Association of Arctic Expedition Cruise Operators (AECO) 35, 38
- astrotourism 38–39
 - space tourism 457–458
- auditing 39
 - accreditation 5
 - ISO 14001 302
- Australian Eco-Certification Program 5, 39–40
- Australian Research Institute for Environment and Sustainability (ARIES) 40, 170
- authenticity 40–41
 - and Disneyfication 149
 - quality tourism 403
 - tourist trap 498
- aviation
 - carbon footprint 65*see also* airlines
- awards 41–42
 - accreditation 6
 - ecolabels 157
 - green tourism 247
- AWARE (Aquatic World Awareness, Responsibility and Education) 398
- back boiler 43
- backpackers 43–47
 - accommodation 2
 - Leisure Specialization Continuum 312
 - Limits of Acceptable Change (LAC) 315
 - and quality, case study 45–47
- backwash effects 47–48
- balance 47
- balance of payments 48
- baseline 48–49
- battleship sinking, case study 37
- beach degradation 136
- beach erosion, adaptation 8
- beaches 49–50
 - access 1
 - blue flag 56–57
 - disabilities 148
 - reclamation 409
 - Surf Life Saving Australia 469
- benchmarking 50
 - accreditation 5, 6
 - best practice 54
 - carbon footprint 65
 - ecological footprinting 159
 - environmental quality 186
 - Green Globe 244
 - hospitality 3
- benefits (marketing sense) 50–51
- benefits (social and psychological) 51
 - volunteer tourism 522
- BEST EN (Building Excellence for Sustainable Tourism - an Educational Network) 51–53

- best practices 53–54
 - with CAST 66
 - in environmental management 42
 - Tourism for Tomorrow Awards 492
- bilateral agreement 54
- billfish angling, case study 22–23
- biodiversity 90
 - consumptive tourism 108
 - Convention on Biological Diversity (CBD) 110
 - and endemic species 175
 - environmental impact 181
 - European Habits Directive 197
 - Great Barrier Reef 241, 243
 - hunting 270
 - International Union for the Conservation of Nature (IUCN) 293
 - monitoring 333
 - NGOs interest in 360
 - protected areas 398
 - The Nature Conservancy (TNC) 352
- biodiversity (biological diversity) 54–55
- biodiversity loss
 - deforestation 134
 - preservation 393
- biofuels 55
 - carbon management 65
- biomass 56
- birdwatching 56–57
 - Ramsar Convention on Wetlands 409
 - soundscape 456
- blue flag (beaches) 56–57
 - accreditation 5
 - beaches 50
 - certification 70
 - ecolabels 157
- border 57–58
- bouldering 74–75
- brain, and communication 88
- brands 58–59
 - destination branding 141
 - Holidays Forever (Thomson) 263
 - intellectual property 286
- Brazilian Standard NBR ABNT 15.401 - Sustainable Management for Accommodations 59
- BRICs (Brazil, Russia, India and China) 59–60
- British Mountaineering Council (BMC) 75
- Brundtland Commission/Report 60–61, 146, 154, 178, 188, 320, 471–472, 476
- Bryan postulates on recreational activity 313
- budget airline *see* low-cost aviation
- Business Enterprise for Sustainable Tourism (BEST) 52
- business tourism 61
 - meetings, incentives, conferences and exhibitions (MICE) tourism 327
- calypso 62
- camping 62–63
 - accommodation 2
 - drive tourism 153
 - tramping 500
- capacity building 63
 - goals 90
- capacity development 63–64
 - GIZ 232
- capital 64
 - political economy 383
- carbon emissions, transport 502
- carbon footprinting 65, 159
 - consumptive tourism 108
 - ecological footprinting 159–160
- carbon management 65–66
 - International Social and Environmental Accreditation and Labelling Alliance (ISEAL) 291
 - polluter pays principle 385
- carbon offsetting 66
- carbon-dioxide emissions, and climate change 72
- career *see* travel career ladder
- Caribbean Alliance for Sustainable Tourism (CAST) 66
- carrying capacity 66–68
- Cartagena Convention 68
- case studies
 - adventure tourism segmentation 323
 - backpackers and quality 45–47
 - battleship sinking 37
 - billfish angling 22–23
 - charter boat fishing in Australia 218
 - children are not tourist attractions 523–524
 - China, nature-based tourism 350–352
 - community-based ecotourism in Cambodia 92–93
 - cycle trials, Ystwyth Trial 130–131
 - genealogy tourism in Scotland 357–358
 - impacts of off-road vehicles in protected areas in Australia 182–183
 - intrepid and gender equality 226
 - Kelvedon Hatch Nuclear Bunker 259–261
 - land divers of Pentecost 124–126

- case studies (*continued*)
 - Maldives 301–302
 - marine multipliers - local economic impacts of dolphin watching 342
 - motorcyclist tourist in Wales, case study 335–336
 - mountain biking 337–338
 - mountain gorilla tracking, Rwanda 105–106
 - networks in adventure tourism 354
 - pilgrimage tourism in Kevelaer 377–378
 - rock climbing in protected areas 75–77
 - sustainability and the Olympic Games 462–463
 - teaching ethics and responsible practice 192
 - trekking porters rights 269–270
 - voluntary guidelines, Pacific Rim National Park Reserve 82–83
 - whale shark tourism 26–29
 - Wild Scotland's Wilderness Guide Training Programme 157
 - wind energy as a sustainable tourist attraction 537–540
- Centre International de Recherches et d'Etudes Youristiques (CIRET) 68
- Ceredigion Marine Heritage Coast Code of Conduct 80
- Certificate for Sustainable Tourism (CST), Costa Rica 68–69, 546
- certification 69–70
 - accounting 4
 - accreditation 5
 - blue flag 56
 - ecolabels 157
 - Green Globe 244
 - green tourism 247
 - hotels 266
 - International Tourism Partnership (ITP) 292
 - ISO 14001 303
 - Sustainable Tourism Eco-Certification Program (STEP), USA 480
 - Viabono 516
- change management 70–71
- charter boat fishing in Australia, case study 218
- child prostitution 174–175
- children are not tourist attractions, case study 523–524
- China, nature-based tourism, case study 350–352
- CITES *see* Convention on the International Trade in Endangered Species (CITES)
- citizen science 71–72, 209
 - National Audubon Society ('Audibon') 343
- climate change 72–73
 - adaptation 8, 72
 - and biodiversity 54
 - and conservation tourism 104
 - coral bleaching 111
 - deforestation 134
 - and dependency 140
 - diversification 150
 - and emissions 172
 - and energy management 175
 - and the environment 177
 - environmental impact 181
 - environmental policy 185
 - GIZ 232
 - Great Barrier Reef 242
 - low-carbon tourism 317
 - radiative forcing 407
 - renewable energy (green energy) 415
 - resilience 417
 - sea-level change 433
 - seasonality 435
 - The Nature Conservancy (TNC) 352
 - UNEP 511
 - water 526, 527
 - World Wide Fund for Nature (WWF) 548
- climbing 73–77
 - Adventure Activities Licensing Authority (AALA) 10
 - mountaineering 339
- co-creation 77–79
- co-management 80
- Co-Opting Customer Competence 77
- code of practice, Adventure Activities Licensing Authority (AALA) 10
- codes of behaviour, SCUBA-diving 438
- codes of conduct (guidelines) 80–83
 - accreditation 6
 - Arctic 35
 - fishing 217
- codes of ethics 80–81, 83–84, 190
- collaboration 85
 - social networking 451
- colonialism 85–86
 - post-colonialism 387
- combined heat and power (CHP) 86
- commercialization 86–87
 - adventure tourism 12
 - ecotourism 167

- commercialization of adventure activities 10
- commodification 87
 - and gentrification 228
 - indigenous people 281
 - McDonaldization 326
 - of tourism experiences 40–41
- common pool resource 87
- communication 87–88
 - destination branding 142
 - interpretation 295
 - relationship marketing 414
- communities
 - and customs 129
 - growth management 252
 - host/guest 265
 - human capital 266
 - informed consent 282
 - rural communities 285
 - small 71
- community 88–90
 - and distributive justice 150
 - and geotourism 232
 - Planning for Real 379
 - Sustainable Livelihoods Approach (SLA) 477
 - welfare 529
- community agency 90
- community-based ecotourism (CBET) 165
 - in Cambodia, case study 92–93
 - outreach 363
 - Stichting Nederlandse Verijwilligers (SNV) 467
- community-based natural resource management (CBNRM) 90–91
- community-based tourism 90–94
 - and education 170
 - homestay 264
 - Journal of Sustainable Tourism 304
 - pro-poor tourism (PPT) 394
 - Rinjani Ecotrek Program 423
 - social tourism 453
- community benefits agreement 94
- community capacity 94–95
- community development 95–96
 - indigenous people 281
 - skills 443
- community dimension 31
- community groups, environmental education 179
- community involvement, participation 366
- community mapping 96–98
- community of practice (CoP) 98–99
- community resilience 99
- community tourism, BEST EN 52
- community well-being 99–100
- Community-based Participatory Research 368–369
- compact cities 100
- conferences 100
- conflict, peace through tourism 371
- conflict management 100–101
 - balance 47
- consensus building, and conflict management 101
- conservation 101–103
 - angling 20
 - Australian Eco-Certification Program 40
 - community based 91
 - and energy management 175
 - of the environment 177
 - and environmentalism 187
 - European Habits Directive 197
 - fishing 217
 - heritage 258
 - impact 273
 - International Union for the Conservation of Nature (IUCN) 293
 - marine protected area (META) 321
 - national parks 343
 - nature 346
 - nature-based tourism 348
 - Pacific Asia Travel Association (PATA) 365
 - protected areas 398
 - The Nature Conservancy (TNC) 352
 - Visitor Activity Management Process (VAMP) 517
 - wilderness 533
 - zoo 554
- conservation tourism 103–104
 - eco-chic 155
 - ecotourism 165
 - mountain gorilla tracking, Rwanda, case study 105–106
- conspicuous consumption 104–107
- consultancy, GIZ 232
- consultation 107
- consumption. carbon footprint 65
- consumptive (extractive) and non-consumptive tourism 108–109
 - fishing 217
- contingent valuation method (CVM) 109–110
- Convention on Biological Diversity (CBD) 110
- Convention on the International Trade in Endangered Species (CITES) 110, 271

- Cooperative Research Centre for Sustainable Tourism (CRCST) 110–111
- coral bleaching 111
- coral cay conservation (CCC) 111–112
- coral reefs 112
 - adaptation 8
 - Great Barrier Reef 242
 - International Coral Reef Action Network (ICRAN) 288
 - International Year of the Reef (IYOR) 294
 - resilience 418
 - see also* self-contained underwater breathing apparatus
- core-periphery (centre-periphery) 112
- corporate social responsibility (CSR) 47, 112–114
 - BEST EN 52
 - discrimination 149
 - hotels 266
 - reporting 416
 - responsible tourism 421
- cost-benefit analysis (CBA) 163
- Costa Rica
 - Certificate for Sustainable Tourism (CST) 68–69
 - Cost Rican Tourism Board 68
- couchsurfing 114
- countryside 114–115
 - landscape 307
- Couran Cove Resort 115
- creative tourists, cultural tourism 123
- creativity 115–116
- crime 116–117
 - respectful travelling 420
 - social and cultural impact 447
 - terrorism 482
- crime and disruption 51
- crisis 117–120
- criteria *see* certification
- Critical Action Research 368
- critical friend 120
- cruise ships
 - climate change 73
 - grey water 251
 - transport 501
- cruise tourism 120–121
 - island tourism 300
- cultural activities, ethnic tourism 193
- cultural capital 64, 122
 - slow tourism 444
 - sustainability 473
 - Sustainable Livelihoods Approach (SLA) 478
 - and well-being 100
- cultural events 203
- cultural heritage 258
 - environmental policy 185
- cultural relativism 122
- cultural services, ecosystem services 164
- cultural sustainability, quadruple bottom line (QBL) 402
- cultural tourism 123–126
 - and creativity 116
 - homestay 264
 - Niche tourism 356
 - visitor impact management (VIM) 520
- culture 127–128
 - food tourism 219
 - heritage tourism 261
 - hunting 270
 - impacts 273
 - intergovernmental organizations (IGO) 286
- culture shock 128
- cultures
 - and appropriate tourism 32
 - arctic 34
- customs 128–129
 - cultural tourism 123
- cycle tourism 129–130
- cycle trials, Ystwyth Trial, case study 130–131
- dark tourism 132–134
- decision making 133–134
 - quadruple bottom line (QBL) 402
- deforestation 134–136
 - and the environment 177
 - environmental impact 181
 - Greenpeace 249
 - Rainforest Alliance 408
- degradation 136
- degrowth 136
- demand management 136–137
 - revenue management 422
- demonstration effect 137–138
- dependency 138–141
 - dependency theory 140
 - impacts 272
 - new peasantry 355
- desalination 141
- destination branding 141–142, 308
 - adventure tourism 12
 - food tourism 220

- destination management 142–143
 - carrying capacity 67
 - destination management system (DMS) 143
 - European Tourism Indicator System 199
- destination marketing 144, 308
 - homestay 264
 - Sustainable marketing 479
 - Travel 2.0 504
- destination marketing/management organizations (DMOs) 145
 - creativity 116
- development 145–147
 - capacity development 63–64
 - Human Development Index 266
 - modernization theory 332
 - socio-economic transformation 454
 - tourism development 492
- development agencies, GIZ 232
- digital technology 147
 - see also* information technology (IT)
- direct marketing 147, 147
 - Sustainable marketing 479
- disability 148
 - access 1
 - Disability Discrimination Act (1995) 148
- discrimination 148–149
- Disneyfication 149
- distributive justice 149–150
 - and development 146
 - and equity 188
- dive tourism *see* Professional Association of Diving Instructors (PADI); self-contained underwater breathing apparatus
- diversification 150–151
 - farm tourism 214
 - resources 419
- domestic tourism 151–152
- downsizing 151
- drive tourism 152–153
 - grey nomad 250
 - motorcycle tourism 334
- Dutch disease 153
 - resources 419
- e-commerce 160
- Earth Summit 154
 - Green Globe 244
 - Rio Declaration on Environment and Development 424
- EarthCheck 154
- eco-leisure 157–158
- Ecocamping 154–155
- ecocentric 155
- ecocentrism, animal ethics 20
- ecochic 155
- ecoclub 155–156
- ecoguide 156–157
- ecolabels 157
 - accreditation 6
 - Green Globe 244
 - Green Key 245
 - hotels 266
- ecolodges 158–159
 - community-based tourism 91
- ecological footprinting 159–160
 - International Year of Ecotourism (IYE, IYE 2002) 294
- ecological tourism, WWOOF (WWOOFing) 548
- economic growth 160–161
 - and degrowth 136
 - and environmentalism 187
 - Europe 2020 Strategy 194
 - European Union 201
 - free trade 223
 - innovation 282–283
 - welfare 529
- economic impact assessment *see* impact assessment
- economic impacts 161–163, 272
 - artificial reef 36
 - ethics 190
 - events 204
 - mitigation 331
 - World Travel & Tourism Council (WTTC) 547
 - see also* impacts
- economic valuation 163–164
- economy of scale 164
- ecosystem services 164
- ecosystems 164
 - arctic 34
 - environment issues 176
 - environmental management 184
 - International Coral Reef Action Network (ICRAN) 288
 - mangroves 320
 - National Audubon Society ('Audibon') 343
 - native species 346
 - resilience 418

- ecotourism 165–167
 Australian Eco-Certification Program 40
 certification 5, 69
 and cultural capital 122
 and dependency 140
 environmental consciousness 179
 ethical tourism 189
 experiential education 208
 International Year of Ecotourism (IYE, IYE 2002) 293
 Journal of Ecotourism 304
 pro-poor tourism (PPT) 394
 Ramsar Convention on Wetlands 409
 The International Ecotourism Society (TIES) 483
 visitor impact management (VIM) 519
 volunteer tourism 523
- ecotourism Australia 39–40, 168
 Ecotourism Society *see* International Ecotourism Society (TIES)
 ecotourists, and ecovillages 169
 ecovillage 168–169
 EDEN *see* European Destinations of Excellence (EDEN)
 education 170
 experiential education 207–208
 heritage tourism 261
 integrated rural tourism 285
 Pacific Asia Travel Association (PATA) 365
 Participatory Rural Appraisal (PRA) 369
 peace through tourism 371
 poverty alleviation 390
 Tourism Educational Future Initiatives (TEFI) 492
 United Nations Decade of Education for Sustainable Development (DESD) 508–509
 zoo 554
- Education for Sustainability (EfS) 40, 170
 environmental education 179
 Education for Sustainable Development (UNESCO) 375
 education and training, as culture 127
 educational events 203
 educational tourism 170–171
 philosophical tourism 375
 pilgrimage 376
 youth tourism 551
- EMAS *see* European Eco-Management and Audit Scheme (EMAS)
- emissions (carbon emissions) 172
 airlines 15
 carbon offsetting 66
 low-carbon tourism 317
- emotion 172
- empowerment 172–173
 community 89, 95
 and education 170
 heritage tourism 262
 integrated rural tourism 285
 local communities 90
 participation 366
- enclaves 173–174
- End Child Prostitution in Asia Tourism (ECPAT) 174–175
 sex tourism 439–440
- endemic species 175
- energy management 175
- entrance fees 176
- environment 176–178
 artificial reef 35
 conservation 101
 consumptive tourism 108
 green tourism 247
 growth fetish 252
 habitat 254
 mountaineering 339
 New Environmental Paradigm (NEP) 355
 NGOs interest in 359
 regeneration 414
 sustainability 471
 sustainability performance evaluation 474
 visitor management 521
 wind energy 536
 World Wide Fund for Nature (WWF) 548
see also sustainable development
- environmental consciousness 179
 at Earth Summit 154
 grey nomads 251
 slow tourism 444
- environmental degrowth 136
- environmental destruction, from economic regeneration 163
- environmental education 179
 Green Flag International 243
- environmental ethics 179–180
- environmental health 180
- Environmental Impact Assessment (EIA) 184
 feasibility study 215

- environmental impacts 181–183, 273
 - adaptive architecture 9
 - all-inclusive resorts (AI resorts) 18
 - alternative tourism 18
 - artificial reefs 36
 - climate change 72
 - corporate and social responsibility (CSR) 113
 - ecological footprinting 159
 - ethics 190
 - European Tourism Indicator System 199
 - events 204
 - food miles 218
 - mass tourism 326
 - mining 331
 - political ecology 382
 - quality of life 402
- environmental management 184
 - blue flags 56–57
 - corporate and social responsibility (CSR) 113
 - EMAS scheme 197
 - and energy management 175
 - Green Globe 244
 - Green Key 246
 - impact 274
 - International Federation of Tour Operators (IFTO) 290
 - International Tourism Partnership (ITP) 292
 - new peasantry 355
 - systems 16
 - Tourism for Tomorrow Awards 493
- environmental management system (EMS) 184
 - and EarthCheck 154
 - ISO 14001 302
- environmental non-governmental organization (ENGO) 185
- environmental policy 185
 - precautionary principle 391
- environmental protection, ECEAT 196
- environmental quality 186
 - impact 273
 - Total Quality Management (TQM) 486
- environmental supply 186
- environmental value, quadruple bottom line (QBL) 402
- environmentalism 186–188
 - and nature 347
- equitable allocation of resources 286
- Equitable Tourism Options (EQUATIONS) 188
- equity 188
 - human rights 268
 - intergeneration equity 286
 - Justice tourism 305
- erosion 189
 - beaches 49
 - deforestation 134
 - environmental impact 181
- ethical consciousness, and equity 188
- ethical consumption, Fair Trade 210
- ethical perspectives, quality of life 402
- ethical tourism 189–190
 - Niche tourism 357
 - respectful travelling 420
 - responsible tourism 421
 - Tourism Concern 491
- ethics 190–192
 - access 2
 - accounting 4
 - action research 8
 - Adventure Travel Trade Association 13
 - environmental ethics 179–180
 - fishing 217
 - Global Code of Tourism Ethics 233
 - human rights 268
 - impact 274
 - indigenous people 280
 - moral geography 334
 - philosophic practitioner 374
 - teaching ethics and responsible practice, case study 192
 - Tragedy of the Commons* (Hardin) 500
 - World Committee on Tourism Ethics (WCTE) 543
- ethnic tourism 193–194
- Europe 2020 Strategy (EU-2020) 194–196
- European Centre for Ecological and Agricultural Tourism (ECEAT) 196
- European Destinations of Excellence (EDEN) 197
- European Eco-Management and Audit Scheme (EMAS) 197
- European Habitats Directive 197–198
- European Master in Tourism Management (EMTM) 198
- European Semester 196
- European Tourism Day 198
- European Tourism Forum 199
- European Tourism Indicator System 199–200
- European Tourism Policy 200
 - Tourism Sustainability Group (TSG) 496

- European Union 200–202
 - GIZ 233
- European Year of Tourism 202–203
- Europhication 203
- event 203–206
- experience economy 206–207
 - creativity 115
- experiential education 207–208
- externality 208–209

- fair trade 210–211
 - and equity 188
- Fair Trade Tourism South Africa (FTTSA) 212
- fair-trade tourism 211–212
 - peace through tourism 371
- farm diversification 150–151
- farm tourism 212–215
 - homestay 264
 - new peasantry 355
 - soft tourism 455
 - Women's Agrotourism Cooperatives (WAC) 541
- feasibility study 215
- Federation of Tour Operator's Travelife Sustainability Handbook 268
- film tourism 215–216
- fishing 217–218
 - artificial reef 36
 - charter boat fishing in Australia, case study 218
 - International Social and Environmental Accreditation and Labelling Alliance (ISEAL) 291
 - seasonality 434
- food miles 218–219
- food supply networks, food tourism 220
- food tourism 219–222
 - heritage tourism 262
- footprint indicators, sustainability
 - performance evaluation 475
- foreign direct investment (FDI) 222
 - economic growth 161
 - globalization 240
- fossil fuels 55
- Framework convention on Climate Change 154
- free independent traveller (FIT) 222–223
- free trade 223
 - privatization 394
 - World Trade Organization (WTO) 547

- freedom to roam, right of
 - ways 423
- Friends of the Earth (FoE) 185, 223

- Gaia Hypothesis 224, 346
- gaze 224
- gender 224–226
 - intrepid and gender equality, case study 226
 - protection 400
 - sex tourism 439–440
 - Women's Agrotourism Cooperatives (WAC) 541
- gender equality, GIZ 232
- genealogy tourism in Scotland, case study 357–358
- General Agreement on Tariffs and Trade (GATT) 227, 547
- General Agreement on Trade in Services (GATS) 227
- generation 227–228
- Generation Y 43
- gentrification 228
- Geographical Information Systems (GIS) 50, 228–229
- geological time 229–230, 484
- geopark 230
- geotourism 231–232
 - space tourism 457
- German Agency for International Cooperation (Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)) 232–233
- Gini Coefficients, less-developed countries 313
- GIS *see* Geographical Information Systems (GIS)
- Global Code of Tourism Ethics (UNWTO) 233
 - human rights 268–269
 - respectful travelling 420
- (UNWTO) 511
- World Committee on Tourism Ethics (WCTE) 543
- global dimming 233–234
- Global Partnership for Sustainable Tourism 234, 292
- Global Sustainable Tourism Council (GSTC) 5–7, 235–236
- Global Sustainable Tourism Criteria 235, 236–237

- global warming 237
 - Greenpeace 249
 - International Union for the Conservation of Nature (IUCN) 293
 - United Nations Decade of Education for Sustainable Development (DESD) 508
- global-local nexus 234
- globalization 238–240
 - and the environment 177
 - International Year of the Mountains (IYM) 294
 - McDonaldization 326
 - peace through tourism 371
 - postmodern society 389
 - Third Way (TW) 484
 - of trade and dependency 140
- governance 240
 - adaptive co-management 9
 - and co-management 80
 - and equity 188
 - Europe 2020 Strategy 194
 - and globalization 239
 - host/guest 265
 - policy cascade 382
 - politics of tourism 385
- Great Barrier Reef Marine Park Authority (GBRMPA) 241–242
 - externality 209
 - marine protected area (META) 322
 - zoning 554
- Great Barrier Reef World Heritage Area (GBRWHA) 185, 243
- green energy *see*
 - renewable energy
- Green Flag International 243–244
- Green Globe accreditation 5
 - ecolabels 157
- Green Globe (formerly Green Globe 21) 244
- green guides 245
- Green Hospitality Award (Ireland) 42
- green issues 245
- green jobs 245
- Green Key 245–246
- Green Paper on the Role of the Union in the Field of Tourism (COM(95)97 final of 04.04.1995) 246
- Green Seal, USA 246
- green tourism 247–248
 - certification 69
 - Journal of Sustainable Tourism 304
- Green Tourism Business Scheme (GTBS) 248
- greenhouse gases (GHGs) 65, 248–249
 - carbon footprints 65
 - global dimming 234
 - impact 273
 - radiative forcing 407
 - sustainability performance evaluation 475
- Greenpeace 185, 249
- greenwashing 249–250
 - accreditation 5
 - Sustainable Tourism Eco-Certification Program (STEP), USA 480
- grey nomads 250–251
 - as backpackers 43
 - life cycle (of people) 314
- grey water 251–252
- growth, participation 366
- growth fetish 252
 - privatization 394
- growth management 252–253
- growth management strategies, amenity migration 19
- Guidance of Visitors to the Antarctic Code of Conduct 81
- habitats 254
 - artificial reef 35
 - and biodiversity 54
 - and biomass 56
 - destruction and ecosystem services 164
 - and endemic species 175
 - environmental management 184
 - European Habits Directive 197
 - Great Barrier Reef 242
 - International Fund for Animal Welfare (IFAW) 290
 - National Audubon Society (‘Audibon’) 343
 - native species 346
 - removal by deforestation 134
 - The Nature Conservancy (TNC) 352
 - whale-watching 532
 - wildlife management 535
 - World Wide Fund for Nature (WWF) 548
- hard tourism 254
- health and safety 254–257
 - adventure tourism 11
 - airports 15
 - human resource management (HRM) 267
 - SCUBA diving 438

- health tourism 257–258
 all-inclusive resorts (AI resorts) 18
 wellness tourism 531
- heritage 258–261
 and culture 128
 and Disneyfication 149
 eco-leisure 158
 Environmental Impact Assessment (EIA) 184
 ethnic tourism 193
 geoparks 230
 Global Code of Tourism Ethics 233
 Global Sustainable Tourism Council 235
 impacts 273
 Kelvedon Hatch Nuclear Bunker, case study 259–261
 Pacific Asia Travel Association (PATA) 365
 World Heritage 544
- heritage tourism 261–262
 architecture 33
 cultural tourism 123
 International Council for Monuments and Sites (ICOMOS) 289
 mining 331
 Niche tourism 356
 railways 407
 visitor impact management (VIM) 520
- hiking 263
 camping 62
 Limits of Acceptable Change (LAC) 315
 tramping 500
 trekking 506
- Holidays Forever 263–264
- Homestay 264
- hospitality 265
 integrated resort 284
 portion control 386
- hospitality industry, integrated rural tourism 285
- host community, demonstration effect 137
- host-guest equilibrium 31–32
- host-guest relations
 and crime 117
 impacts 273
 social tourism 453
- host/guest studies 265
- hotels 265–266
see also accommodation
- human capital 64, 266
 NGOs interest in 360
 social and cultural impact 447
 and well-being 100
- Human Development Index 266–267
- human resource management (HRM) 267
- human rights 268–269
 and codes of ethics 83
 corporate and social responsibility (CSR) 113
 cultural relativism 122
 and development 147
 and equity 188
 Fair Trade 210
 GIZ 232
 indigenous people 280
 Justice tourism 305
 Millennium Development Goals (MDGs) 329–330
 peace through tourism 371
 protection 400
 Tourism Concern 490
 trekking porters rights, case study 269–270
- hunting 270–271
 seasonality 434
 wildlife management 535
- IAATO *see* International Association of Antarctica Tour Operators (IAATO)
- ICM, ICZM *see* Integrated Coastal Zone Management (ICZM)
- IFAW *see* International Fund for Animal Welfare (IFAW)
- impact assessment 275–276
- impacts 272–275
 airports 17
 crime 118
 domestic tourism 151
 on the environment, Brundtland Report 60–61
 environmental management 184
 film tourism 216
 of globalization 238
 green issues 245
 green tourism 248
 hard tourism 254
 heritage tourism 262
 host/guest 265
 hunting 270
 impact analysis 274–275
 Limits of Acceptable Change (LAC) 315
 reclamation 409
 visitor impact management (VIM) 519
see also economic impacts

- impacts of off-road vehicles in protected areas in Australia, case study 182–183
- inbound tourism 277
 - Dutch disease 153
- inclusive growth, Europe 2020 Strategy 195
- independent travel *see* free independent traveller (FIT)
- indicators 277–280
 - Human Development Index 267
 - for less-developed countries 313
 - monitoring 333
- indigenous cultures
 - ethnic tourism 193
 - heritage tourism 261
 - impacts 273
- indigenous people 280
 - colonialism 85
 - and equity 188
 - Global Sustainable Tourism Criteria 237
 - International Year of Ecotourism (IYE, IYE 2002) 294
 - managing change 71
- indigenous tourism 280–281
 - nature-based tourism 349
- informal employment 282
- information technology (IT) 282
 - experience economy 207
 - grey nomads 250
 - information and communications technology (ICT) 78–79
 - relationship marketing 414
 - skills 442
 - see also* digital technology
- informed consent 282
- infrastructures, and degrowth 136
- innovation 282–283
 - LEADER community initiative 309
 - social networking 451
- Integrated Coastal Zone Management (ICZM) 283–284
- integrated quality management (IQM) 284
- integrated resort 284–285
- integrated rural tourism 285
 - rural tourism 429
- integration 285
- intellectual property 286
- inter/intragenerational equity 188
- interest group *see* pressure group
- intergenerational equity 286
- intergovernmental organizations (IGO) 286
- International Air Transport Association (IATA) 287
- International Association of Amusement Parks and Attractions (IAAPA) 287
- International Association of Antarctica Tour Operators (IAATO) 287
- International Civil Aviation Organization (ICAO) 287–288
- International Convention for the Prevention of Pollution from Ships (MARPOL) 121, 288
- International Coral Reef Action Network (ICRAN) 288
- International Council for Monuments and Sites (ICOMOS) 289, 289
- International Ecotourism Society (TIES) 51, 289
- International Ecotourism Society (TIES) *see* The International Ecotourism Society (TIES)
- International Federation of Tour Operators (IFTO) 290
- International Fund for Animal Welfare (IFAW) 290
- International Hotel and Restaurant Association (IHRA) 290
- International Hotels and Environment Initiative (IHEI) 290
- International Institute for Peace through Tourism* 370
- International Labour Organization (ILO) 291
- International Maritime Organization (IMO) 121
- International Polar Year (IPY) 34, 291
- International Social and Environmental Accreditation and Labelling Alliance (ISEAL) 237, 291, 291–292
- International Student Travel Confederation 44
- International Task Force on Sustainable Tourism Development (ITF-STD) 234, 292
 - Marrakech Process 325
- international tourism 70, 292
- International Tourism Partnership (ITP) 292–293
- International Union for the Conservation of Nature (IUCN) 293, 344, 399
 - marine protected area (META) 321
- International Year of Ecotourism (IYE, IYE 2002) 165, 293–294, 344, 543
- International Year of the Mountains (IYM) 294
- International Year of the Ocean (YOTO) 294
- International Year of the Reef (IYOR) 294
- interpretation 295–298
 - and geotourism 231

- INTERREG 298
- intrepid and gender equality, case study 226
- involvement *see* Leisure Specialization Continuum
- island tourism 72, 298–302
- fishing 217
- Maldives, case study 301–302
- ISO 14001 302–303
- EarthCheck 154
- IUCN Red Data Book 303
- Journal of Ecotourism 304
- Journal of Sustainable Tourism 304–305
- justice tourism 305
- Kelvedon Hatch Nuclear Bunker, case study 259–261
- knowledge 306
- and best practice 54
- capacity development 64
- and education 170
- and educational tourism 171
- environmental education 179
- and globalization 239
- human capital 266
- Participatory Rural Appraisal (PRA) 369
- skills 443
- knowledge and culture 127
- labour *see* International Labour Organization (ILO)
- labour turnover 307
- LAC *see* Limits of Acceptable Change (LAC)
- ‘Ladder of Sustainable Development’ (Baker) 472
- Lake Superior National Marine Conservation Area, marine protected area (META) 322
- land divers of Pentecost
- case study 124–126
- cultural tourism 124–126
- landscape 307–308
- landscape degradation 308
- LEADER (community initiative) 308–310
- seven key features 309
- leakage 310
- learning organization 310–311
- leisure 311
- eco-leisure 157–158
- and gentrification 228
- leisure class 311–312
- Leisure Specialization Continuum 312–313
- less-developed countries (LDC) 313
- acculturation 7
- aid 14
- appropriate development 30
- conservation tourism 104
- dependency 139
- Dutch disease 153
- enclaves 173–174
- Fair Trade 210
- homestay 264
- indigenous people 280
- informal unemployment 282
- leakage 310
- livelihood 316
- modernization theory 332
- new peasantry 355
- poverty alleviation 389
- pro-poor tourism (PPT) 395
- skills 443
- Stichting Nederlandse Verrijwilligers (SNV) 467
- The Nature Conservancy (TNC) 352
- user fees 513
- volunteer tourism 522
- water 527
- life cycle (of people) 313–314
- life cycle (of tourism products) 314–315
- Green Seal certification 246
- life cycle theory 67
- Limits of Acceptable Change (LAC) 315
- Recreation Opportunity Spectrum (ROS) 411
- Lindblad Expeditions 315
- linkingthinking 315–316
- livelihoods 316
- human capital 266
- mangroves 320
- poverty alleviation 389
- stewardship 467
- Sustainable Livelihoods Approach (SLA) 477
- visitor impact management (VIM) 520
- Liverpool Culture Company 99
- lobbying 316
- Greenpeace 249
- International Hotel and Restaurant Association (IHRA) 290
- not in my backyard (NIMBY) syndrome 361
- pressure groups 393
- Royal Society for the Protection of Birds (RSPB) 428

- local communities
 - ECEAT 196
 - LEADER community initiative 309
- London Olympic Games 205
- low-carbon tourism 316–318
- low-cost aviation 318–319
- luxury 319

- Maldives, case study 301–302
- Malé Declaration on Sustainable Development 320
- mangroves 320–321
 - deforestation 134
- Marine Ecotourism for the Atlantic Area (META) 320
- marine multipliers - local economic impacts of dolphin watching, case study 342
- marine parks, as public goods 401
- marine protected area (MPA) 321–322
- mark-up 322–323
- market segmentation 323
 - adventure tourism segmentation, case study 323
 - Niche tourism 356
- marketing mix 324
 - promotion 398
- MARPOL 324
- Marrakech Process 324–325
- Maslow's hierarchy of needs 436
- mass tourism 18, 31, 325–326
 - economic impact 162
 - and the environment 178
 - environmental impact 181
 - and ethical tourism 189
 - hard tourism 254
 - International Year of the Mountains (IYM) 294
 - leakage 310
 - Niche tourism 356
 - social tourism 452
 - sun, sea and sand (3S) tourism 468
- McDonaldization 326–327
- meetings, incentives, conferences and exhibitions (MICE) tourism 327
- mentoring, capacity development 64
- metaproblem 327–329
- MICE *see* meetings, incentives, conferences and exhibitions (MICE) tourism
- microbusinesses *see* small-to-medium-sized enterprise (SME)
- microfinance 329

- Millennium Development Goals (MDGs) 147, 329–331, 545
 - human rights 268
 - UNWTO 511
- mining 331
- mitigation 331–332
- mitigation options, and conflict management 101
- mobilities, BEST EN 52
- mobility 332
 - postmodern society 389
- modernization
 - and dependency 139
 - development 145
- modernization theory 332–333
- monitoring 333
 - accreditation 6
 - beaches 50
 - and codes of conduct 81
 - European Tourism Indicator System 199
 - International Coral Reef Action Network (ICRAN) 288
 - ISO 14001 303
- moral geography 334
- motorcycle tourism 334–336
 - motorcyclist tourist in Wales, case study 335–336
- mountain biking 336–338
 - adventure tourism 12
 - case study 337–338
 - as cycle tourism 129
- mountain gorilla tracking, Rwanda, case study 105–106
- mountaineering 339–340
 - adventure tourism 11
 - climbing 73
 - International Year of the Mountains (IYM) 294
 - 'Mountain Protection Award' UIAA 340
- MPA *see* marine protected area (MPA)
- multinational companies (MNCs) 340–341
 - global-local nexus 234
 - globalization 238
 - leakage 310
- multiplier 342
 - economic impact 162
 - and enclaves 174
 - film tourism 215
 - marine multipliers - local economic impacts of dolphin watching, case study 342

- National Audubon Society ('Audibon') 343
- national parks 343–344
 - accommodation 2
 - carrying capacity 67
 - conservation tourism 103
 - and the environment 178
 - green guides 245
 - grey nomads 251
 - protected areas 400
 - soundscape 456
 - willingness to pay (WTP) 536
- national tourism authority (NTA) 344–345
- National Tourism Organization (NTO) 345
 - EDEN 197
 - Tourist Board 498
- National Trust for Nature Conservation (NTNC) 24
- native species 346
- natural heritage 258
- nature 346–347
- The Nature Conservancy (TNC) 185, 352
- nature park 353
- nature tourism 72
- nature-based tourism 31, 347, 348–352
 - Australian Eco-Certification Program 40
 - birdwatching 56
 - China, case study 350–352
 - ecoguide for 156
 - ecotourism 165
 - Great Barrier Reef 243
 - Journal of Ecotourism 304
 - spiritual tourism 460
 - visitor impact management (VIM) 519
- NEAP *see* Australian Eco-Certification Program
- networks 353–354
 - in adventure tourism, case study 354
 - integrated rural tourism 285
 - social networking 450
- New Environmental Paradigm (NEP) 355
- new peasantry 355–356
- newly industrializing countries (NICs) 356–357
- NGO *see* non-governmental organization (NGO)
- Niche tourism 356–357
 - genealogy tourism in Scotland, case study 357–358
 - special-interest tourism 459
- nominal group techniques, BEST EN 52
- non-consumptive tourism *see* consumptive (extractive) and non-consumptive tourism
- non-governmental organization (NGO) 54, 359–360
 - Ecocamping 154–155
 - global-local nexus 234
 - Greenpeace 249
 - stakeholders 465
- not in my backyard (NIMBY) syndrome 361
- oceans, International Year of the Ocean (YOTO) 294
- Oil Spill Protocol 68
- One Planet Living 206
- Open Industry Forum, BEST EN 52
- Open Source Geospatial Foundation (OSGeo) 229
- Organisation for Economic Co-operation and Development (OECD) 277
- Organization for Timeshare in Europe (OTE) 486
- outbound tourism 362
- outdoor recreation 362–363
 - adventure tourism 11
 - and conservation 101–102
 - Leisure Specialization Continuum 312
 - Recreation Opportunity Spectrum (ROS) 410
 - seasonality 434
- outreach 363–364
- Pacific Asia Travel/Tourism Association (PATA) 84, 365
- package tour 365–366
- palm oil 55
- PAN Parks accreditation 5
- participation 366–368
 - community development 95
 - and conflict management 100
 - disabilities 148
 - growth management 253
 - informed consent 282
 - Planning for Real 379
- participatory action research (PAR) 368–369
- Participatory Rural Appraisal (PRA) 368, 369
 - Geographical Information System (GIS) 229
- partnerships 370
 - collaboration 85
 - Partnership for Global Sustainable Tourism Criteria 370

- peace through tourism 370–371
- peak oil 371
- peripherality 371–372
 - pleasure periphery 380
- permits 373
 - angling 20
- PEST Analysis 373
 - strategic planning 467
- philosophic practitioner 374
- philosophical tourism 374–375
 - responsible tourism 422
- Philoxenia Programme 376
 - European Tourism Policy 200
- pilgrimages 376–378
 - heritage tourism 261
 - mass tourism 325
 - pilgrimage tourism in Kevelaer,
 - case study 377–378
 - religious tourism 414
 - sacred 431
 - slow tourism 445
 - spiritual tourism 460
- place *see* sense of place
- planeta 378
- planning 378–379
 - adaptive architecture 9
 - compact cities 100
 - impacts 274
 - indicators 278
 - integrated coastal zone
 - management (ICZM) 283
 - not in my backyard (NIMBY)
 - syndrome 361
 - strategic planning 467
 - SWOT Analysis 481
 - time 484
 - tourism planning 494
 - tourism policy 495
 - triple bottom
 - line (TBL) 507
- Planning for Real 379–380
- pleasure periphery 380
 - island tourism 298
- Polar tourism 380–381
- policy cascade 382
- political capital, Sustainable
 - Livelihoods Approach (SLA) 478
- political ecology 382–383
 - social ecology 449
- political economy 383–384
 - and the environment 177
 - and environmentalism 187
- politics of tourism 385
 - power 391
 - terrorism 482
 - Third Way (TW) 484
- pollutants, cruise tourism 121
- polluter pays principle 385
- pollution 385–386
 - and biodiversity 54
 - environmental impact 181
 - environmental policy 185
 - global dimming 234
 - Tragedy of the Commons* (Hardin) 500
 - water 526
 - zoning 553
- popular cultural tourists 123
- portion control 386–387
- post-colonialism 387–388
 - and indigenous tourism 280
- post-tourism 388
- postmodern society 388–389
- postmodernity 417
- poverty alleviation 389–390
 - and development 147
 - Fair Trade 210
 - Fair Trade tourism 211
 - Global Sustainable Tourism Criteria 236
 - indigenous people 281
 - less-developed countries 161
 - microfinance 329
 - NGOs interest in 360
 - UNWTO 511
 - World Bank 542
- poverty reduction, and advanced wastewater
 - treatment system (AWTS) 10
- power 390–391
 - and education 170
 - and empowerment 172
 - and equity 188
 - globalization 239
 - moral geography 334
 - philosophic practitioner 374
 - post-colonialism 388
 - power sharing 80
 - privatization 394
 - stakeholders 465
 - and tourism gaze 224
- precautionary principle 391–392
- preservation 392–393
 - by ecocentrics 155
 - of the environment 177
 - impact 273
 - national parks 343

- preservation (*continued*)
 - The Nature Conservancy (TNC) 352
 - Tragedy of the Commons* (Hardin) 500
 - UNCLOS 508
 - wilderness 533
 - wildlife management 535
- preservation/protection, angling 20
- pressure group (interest groups, lobby groups) 393
- price management 393–394
 - revenue management 422
- privatization 394
- pro-poor tourism (PPT) 394–396
 - Fair Trade tourism 211
 - peace through tourism 371
 - poverty alleviation 395
- procurement 396
- products 396–397
 - certification 69
 - mark-ups 322
 - precautionary principle 391
 - promotion 398
 - recycling 412
- Professional Association of Diving
 - Instructors (PADI) 397–398
 - see also* self-contained underwater breathing apparatus (SCUBA)
- profit margins
 - portion control 387
 - see also* mark-up
- project AWARE (Aquatic World Awareness, Responsibility and Education) 398
- promotion 398
 - tourist information centre (TIC) 498
- protected areas 398–400
 - conservation tourism 104
 - economic impact 163
 - EDEN 197
 - entrance fees 176
 - European Habitats Directive 197
 - geoparks 230
 - governance 80
 - International Union for the Conservation of Nature (IUCN) 293
 - Journal of Ecotourism 304
 - marine protected areas 399
 - national parks 353
 - nature 346
 - outdoor recreation 362
 - Ramsar Convention on Wetlands 409
 - Visitor Activity Management Process (VAMP) 517
 - visitor management 520
 - World Heritage 544
 - zoning 553
- protection 400–401
 - ISO 14001 302
 - UNCLOS 508
 - World Surfing Reserves 546
- public goods 401

- quadruple bottom line (QBL) 402
- quality
 - European Tourism Forum 199
 - hotels 265
- quality assurance, ECEAT 196
- quality of life 30, 402
 - appropriate development 30
 - and capital 64
 - with community development 95
 - and community well-being 99
 - destination branding 142
 - and development 146
 - and economic growth 161
 - environmental health 180
 - Human Development Index 267
 - impact 272
 - indicators for LDCs 313
 - local communities 69
 - slow cities 444
 - slow tourism 444
 - social and cultural impact 447
 - tourism development 492
 - UNEP 510
 - wellness tourism 531
 - World Leisure Organisation (WLO) 545
 - zoning 553
- quality management, Total Quality Management (TQM) 486
- quality tourism 402–404
- Quantum GIS (QGIS) 229
- Québec Declaration on Ecotourism 404–405, 543
- quiet enjoyment 406
 - hiking 263
 - soundscape 456

- radioactive forcing 407
- railways 407–408
 - mass tourism 326
 - transport 501

- Rainforest Alliance 408, 479
 International Year of Ecotourism (IYE, IYE 2002) 293
 Partnership for Global Sustainable Tourism Criteria 370
- Ramsar Convention on Wetlands 409
- Rapid Rural Appraisal *see* Participatory Rural Appraisal (PRA)
- reclamation 409
- recreation 409–410
 countryside 114–115
 Great Barrier Reef 241
 hunting 270
 Leisure Specialization Continuum 312
 national parks 343
 outdoor recreation 362
 quality of life 402
 seasonality 434
 visiting friends and relatives (VFR) tourism 517
- Recreation Opportunity Spectrum (ROS) 410–411
- recycling 411–413
 environmental consciousness 179
 grey water 251
- Red Data Book *see* IUCN Red Data Book
- reefs
 International Year of the Reef (IYOR) 294
see also coral reefs
- reflection 413
- regeneration 414
- relationship marketing 414
 sustainable marketing 479
- religious tourism 414–415
 spiritual tourism 460
- renewable energy
 carbon management 65
 climate change 73
- renewable energy (green energy) 415–416
- reporting 416–417
 codes of conduct 81
 triple bottom line (TBL) 507
 visitor impact management (VIM) 520
- representation 417
- resilience 417–418
- resort *see* integrated resort
- resource management 419
 GIZ 232
 integrated coastal zone management (ICZM) 283
- resources 418–419
 compact cities 100
 conservation 101
 and distributive justice 150
 and downsizing 151
 indigenous people 280
 for information technology (IT) 282
 intergenerational equity 286
 mining 331
 preservation 392
Tragedy of the Commons (Hardin) 500
 UNCLOS 508
 water 526
 water cycling 528
 World Wide Fund for Nature (WWF) 548
- respectful travelling 420
- responsible tourism 420–422
 Adventure Travel Trade Association 13
 and CAST 66
 certification 69
 characteristics 421
 corporate and social responsibility (CSR) 113
 ethical tourism 189
 Global Code of Tourism Ethics 233
 International Federation of Tour Operators (IFTO) 290
- revenue management 422
 demand management 136
 price management 394
 yield management 550
- right of way 422–423
- Rinjani Ecotrek Program 423
- Rio +20, UN Conference on Sustainable Development 424
- Rio Declaration on Environment and Development 84, 424, 545
 precautionary principle 391
 sustainable development 475
- risk 425
 climbing 74
 events 204
 hard tourism 254
 health and safety 255, 257
 motorcycle tourism 334
 mountaineering 339
- risk assessment 425–426
 adventure tourism 11
- risk management 426
 health and safety 256
 Journal of Ecotourism 304
 terrorism 483

- rock climbing in protected areas,
 - case study 75–77
- Rocky Mountain Institute (RMI) 427
- Role of Union in the field of Tourism,
 - Green Paper 200
- Royal Society for the Protection
 - of Birds (RSPB) 427–428
- rural cultural tourists 123
- rural livelihoods 316
- rural tourism 285, 428–429
 - agritourism 14
 - ECEAT 196
 - farm tourism 213
 - leakage 310

- sacred 431
 - as a view of environment 176
- sacred sites, heritage tourism 261
- safety *see* health and safety
- sand pumping schemes 50
- scale *see* policy cascade
- Scotland, Wild Scotland's Wilderness Guide
 - Training Programme 157
- SCUBA *see* self-contained underwater
 - breathing apparatus (SCUBA)
- Sea Kayak Operators' Association of
 - New Zealand (SKOANZ) 432–433
- sea-level change 433
- seasonality 434–435
 - demand management 137
 - European Tourism Day 198
- second-home tourism 435–436
 - timeshare 485–486
- segmentation *see* market segmentation
- segmentation, *see also* market segmentation
- self-actualization 436
 - Maslow's hierarchy of needs 436
 - spiritual tourism 460
- self-contained underwater breathing appar-
 - atus (SCUBA) 437–438
 - adventure tourism 11
 - certification 397
 - Great Barrier Reef 241
 - Professional Association of Diving
 - Instructors (PADI) 397, 437
 - Project AWARE 398
- sense of place 438–439
 - aesthetics 14
 - pilgrimage 376
 - soundscape 456
 - space 456
- service dominant logic (S-D logic) 77
- services, and distributive justice 149
- sex tourism 439–440
- The Sierra Club 440–441
- Six Senses website/Resorts 3–4
- ski tourism 441
 - adaptation 8
 - adventure tourism 12
 - all-inclusive resorts (AI resorts) 18
 - health and safety 256
 - seasonality 434
- skills 442–443
 - and best practice 54
 - and education 170
 - and educational tourism 171
 - and empowerment 173
 - human capital 266
 - mountaineering 339
- SKOANZ *see* Sea Kayak Operators'
 - Association of New Zealand
 - (SKOANZ)
- slow cities (*Cittáslow*) 443–444
- slow tourism 73, 444–446
 - angling 20
 - and the environment 178
 - Planeta 378
- small-to-medium-sized enterprise (SME) 446
- smart growth, Europe 2020 Strategy 195
- SMART objective 447
- Smart Voyager 447
- SNV *see* Stichting Nederlandse
 - Verijwilligers (SNV)
- social capital 64, 94, 448–449
 - social and cultural impact 447
 - and well-being 100
- social and cultural impact 447–448
 - European Tourism Indicator System 199
- social and cultural impacts
 - all-inclusive resorts (AI resorts) 18
 - alternative tourism 18
 - ecological footprinting 160
- social ecology 449
- social impact assessment (SIA) 276
 - see also* impact assessment
- social impacts
 - corporate and social
 - responsibility (CSR) 113
 - events 204
 - mitigation 331
- social networking 450–452
 - globalization 239
 - travel blogs 504

- social sustainability, quadruple bottom line (QBL) 402
- social tourism 452–454
calypso 62
- social value, quadruple bottom line (QBL) 402
- socio-economic impacts, Environmental Impact Assessment (EIA) 184
- socio-economic transformation 454
mangroves 320
- sociocultural impacts, ethics 190
- soft tourism 454–455
- solar power 455
- soundscape 455–456
- spa tourism *see* wellness tourism
- space 456
- space tourism 457–458
typology 457
- spatial reorganization 458–459
- special-interest tourism 72, 459
Niche tourism 356
- specialization *see* Leisure Specialization Continuum
- Specially Protected Areas and Wildlife Protocol 68
- Spencer's waterfall model 79
- spiritual tourism 459–461
- sport climbing 74
- sport tourism 461–463
sustainability and the Olympic Games, case study 462–463
- spread effects 463
and enclaves 174
- stakeholders 463–466
accounting 4
action research 8
adaptive co-management 9
carbon management 65
consultation 107
power 391
relationship marketing 414
sustainable tourism advocacy 14
- standards
environmental quality 186
ISO 14001 302
- start-up costs 466
- staycation 466
- steady-state tourism 466
- stewardship 467
of the environment 177
geotourism 232
- Stichting Nederlandse Verrijwilligers (SNV) 467
- strategic planning 467–468
- strong sustainable development 468
green tourism 247
weak sustainable development 468, 529
- sun, sea and sand (3S) tourism 468
- surf break 468–469
- surf break protection 469
- Surf Life Saving Australia 469
- surf tourism 470
- surfing 470
health and safety 256
seasonality 434
- sustainability 470–473
action research 8
beaches, long term 49
degradation 136
Education for Sustainability (Efs) 170
EMTM 198
environmental supply 186
and ethics 190
European Tourism Forum 199
European Tourism Indicator System 199
Gaia Hypothesis 224
geological time 229
green tourism 247
health and safety 255
host/guest 265
information technology (IT) issues 282
International Year of Ecotourism (IYE, IYE 2002) 293
'Ladder of Sustainable Development' (Baker) 472
political ecology 382
portion control 387
preservation 393
quality tourism 403
renewable energy (green energy) 415
resources 418
stewardship 467
sustainability performance
evaluation 474–475
The Tragedy of the Commons (Hardin) 472
time 484
Tourism Sustainability Group (TSG) 497
and well-being 100
- sustainability and the Olympic Games, case study 462–463
- sustainable development 476–477
and codes of ethics 83
compact cities 100
environmental health 180
environmental impact 181

- sustainable development (*continued*)
 - and equity 188
 - externality 208
 - Fair Trade 210
 - geoparks 230
 - GIZ 232
 - Green Flag International 243
 - Green Key 246
 - growth fetish 252
 - hotels 266
 - indicators 278
 - innovation 283
 - leakage 310
 - Malé Declaration on Sustainable Development 320
 - metaproblems 328
 - monitoring 333
 - Ramsar Convention on Wetlands 409
 - strong sustainable development 468
 - The Nature Conservancy (TNC) 352
 - Tour Operators Initiative for Sustainable Development 488–489
 - Tragedy of the Commons* (Hardin) 500
 - United Nations Decade of Education for Sustainable Development (DESD) 508
 - United Nations Department for Policy Coordination and Sustainable Development 509
 - UNWTO 511
 - weak sustainable development 529
 - World Summit on Sustainable Development 545
- sustainable growth, Europe 2020 Strategy 194
- Sustainable Livelihoods Approach (SLA) 122, 477–478
 - pro-poor tourism (PPT) 395
- Sustainable marketing 479
 - Marine Ecotourism for the Atlantic Area (META) 320
- sustainable rural development 285
- sustainable tourism 189
 - ethical tourism 189
 - Global Code of Tourism Ethics 233
- Sustainable Tourism Certification Network of the Americas 479–480
- Sustainable Tourism Eco-Certification Program (STEP), USA 480–481
- Sustainable Tourism Stewardship Council (STSC) 479, 481, 546
- sustainable transition *see* time
- SWOT Analysis 481
 - strategic planning 467
- system *see* tourism system
- teaching ethics and responsible practice, case study 192
- technological fix 482
- technological obsolescence 79
- technology 482
- terrorism 482–483
 - and crime 117
 - and crisis 118
- The International Ecotourism Society (TIES) 483
- Theory of Circular and Cumulative Causation (Myrdal) 47
- Think Tanks, BEST EN 52–53
- Third Way (TW) 484
- time 484–485
 - geological time 229, 484
 - for globalization 238
 - heritage issues 258
- timeshare 485–486
- TNC *see* Nature Conservancy (TNC)
- Total Quality Management (TQM) 486–487
- tour guides 487–488
 - accreditation 6
 - and ecotourism 166
 - visitor centres 518
- tour operators 488
 - package tours 365
- Tour Operators Initiative for Sustainable Development 488–489
- tourism 489
 - leisure 311
- Tourism Area Life Cycle (TALC) 489–490
 - theory 67
- Tourism Concern 490–491
 - Fair Trade tourism 212
- tourism development 491–492
 - economic impact 161
 - environmental policy 185
 - Global Code of Tourism Ethics 233
 - impact assessment 275
 - informed consent 282
 - lobbying 316
 - National Tourism Authority (NTA) 344
 - politics of tourism 385
 - and quality of life 161
 - rural tourism 428

- Tourism Educational Future Initiatives (TEFI) 492
- Tourism for Tomorrow Awards 15, 23, 157, 492–494
- tourism gaze 224
- tourism impact *see* impact
- tourism management 494
and crime 117
EMTM 198
Total Quality Management (TQM) 486
welfare 529
- tourism planning 494–495
impacts 274
policy cascade 382
- tourism policy 495–496
- tourism satellite account (TSA) 496
- Tourism Sustainability Council (TSC) 496
- Tourism Sustainability Group (TSG) 496–497
European Tourism Indicator System 199
- tourism system 497–498
- Tourist Board 498
- tourist information centre (TIC) 498
- tourist trap 498–499
- Traditional Livelihood 499–500
- Tragedy of the Commons* (Hardin) 500
common pool resource 87
sustainable development 476
- training *see* education; skills
- tramping 263, 500
- transnational companies/corporations (TNCs) 341
see also multinational companies (MNCs)
- transport 501–503
airline 15
consumptive tourism 108
mass tourism 326
railways 407
trekking 505
- travel 2.0 503–504
- travel agents 504
free independent traveller (FIT) 223
package tours 365
- travel blog 504
- Travel Career Ladder 504–505
life cycle (of people) 314
- Travel Foundation 505
- traveller (traveler) 505
- trekking 505–507
Adventure Activities Licensing Authority (AALA) 10
camping 62
mountaineering 339
- trekking porters rights, case study 269–270
- triple bottom line (TBL) accounting 4, 507
price management 394
- turnover *see* labour turnover
- United Nations (UN) 508
GIZ 233
- United Nations Conference on Environment and Development (UNCED) 154, 476, 545
- United Nations Convention on the Law of the Sea (UNCLOS) 508
- United Nations Decade of Education for Sustainable Development (DESD) 508–509
- United Nations Department for Policy Coordination and Sustainable Development 509
- United Nations Educational, Scientific and Cultural Organization (UNESCO) 286, 509–510, 544
- United Nations Environment Programme (UNEP) 235, 286, 370, 510–511, 543
- United Nations World Tourism Organization (UNWTO) 235, 278, 286, 370, 389, 395, 418, 476, 511, 543
Malé Declaration on Sustainable Development 320
- urban ecotourism 231, 512–513
- user fees 513
- values 514–515
BEST EN 52
luxury 319
market segmentation 323
- Viabono 516
- virtual tourism 516
- visiting friends and relatives (VFR) tourism 517
- Visitor Activity Management Process (VAMP) 517–518
- visitor centres 518–519
geotourism 231
tourist information centre (TIC) 498
- visitor impact management (VIM) 519–520
- visitor management 520–521
conservation tourism 104
tourist information centre (TIC) 498
- voluntary codes of conduct 82

- voluntary guidelines, Pacific Rim National Park Reserve, case study 82–83
- Voluntary Initiatives for Sustainability in Tourism (VISIT) 521–522
- volunteer tourism 103, 522–524
 - children are not tourist attractions, case study 523–524
 - with conservation tourism 103
 - innovation 283
 - pilgrimage 376
 - Stichting Nederlandse Verijwilligers (SNV) 467
 - WWOOF (WWOOFing) 548
- volunteering 524–525
 - grey nomad 250
 - Volunteer Service Overseas (VSO) 524
- volunteers, coral cay conservation (CCC) 111–112

- waste management
 - GIZ 232
 - see also* recycling
- Waste Management Sustainable Services (WMSS) event 204–205
- water 526–527
 - advanced wastewater treatment system (AWTS) 9–10
 - blue flags 56–57
 - ecosystem services 164
 - and environmental health 180
 - Environmental Impact Assessment (EIA) 184
 - environmental policy 185
 - grey water 251
 - International Social and Environmental Accreditation and Labelling Alliance (ISEAL) 291
 - resource 418
- water cycling (hydrological cycle) 528
- water quality 528–529
 - Great Barrier Reef 241
- water supplies
 - deforestation 134
 - desalination 141
- watersports, Adventure Activities Licensing Authority (AALA) 10
- weak sustainable development 529
 - strong sustainable development 468
- Web 2.0 *see* Travel 2.0

- welfare 529–530
 - experiential education 207–208
 - externality 208
 - peripherality 371
- well-being 530
 - and capital 64
 - community development 95
 - and community of practice (CoP) 98
 - and degrowth 136
 - and development 145
 - and ecosystem services 164
 - and emotion 172
 - and environmental health 180
 - Fair Trade tourism 211
 - growth fetish 252
 - hard tourism 254
 - health and safety 254
 - health tourism 257
 - pro-poor tourism (PPT) 396
 - Stichting Nederlandse Verijwilligers (SNV) 467
 - Tourism Concern 491
 - World Leisure Organisation (WLO) 545
- wellness 530–531
- wellness tourism 531
- Weymouth and Portland National Sailing Academy (WPNSA) 205–206
- whale shark tourism case study 26–29
- whale-watching 532–533
 - blue flag schemes 57
 - codes of conduct 81–82
 - International Fund for Animal Welfare (IFAW) 290
- White Water to Blue Water (WW2BW) 533
- Wild Scotland's Wilderness Guide Training Programme, case study 157
- wilderness 533–534
 - camping 62
 - conservation 102
 - health and safety 256
 - Limits of Acceptable Change (LAC) 315
 - national parks 353
 - protected areas 400
 - as public goods 401
 - soundscape 456
 - spiritual tourism 460
 - Wilderness Act (USA 1964) 103
 - Wilderness Society 102
 - zoning 553

- wildlife management 534–535
- wildlife tourism
 preservation 393
 responsible tourism 421
- willingness to pay (WTP) 536
 contingent valuation method
 (CVM) 109
 demand management 137
 marketing mix 324
 user fees 513
- wind energy 536–540
 energy management 175
 as a sustainable tourist attraction,
 case study 537–540
- wine tourism 540–541
- Women's Agrotourism
 Cooperatives (WAC) 541
- World Tourism Organization 84
- work *see* International Labour
 Organization (ILO)
- Work Life Balance *see* quality of life
- worker-run/recuperated hotels 542
- World Bank 542–543
 GIZ 233
 less-developed country (LDC) 313
- World Business Council for Sustainable
 Development (WBSD) 474–475
- World Committee on Tourism Ethics
 (WCTE) 84, 233, 543
- World Database on Protected Areas
 (WDPA) 399
- world Ecotourism Summit (WES) 404,
 543–544
 International Year of Ecotourism
 (IYE, IYE 2002) 293
- World Heritage 258, 544–545
 International Council for Monuments
 and Sites (ICOMOS) 289
- World Leisure Organisation (WLO) 545
- World Summit on Sustainable
 Development 292, 545–546
 Marrakech Process 324
 White Water to Blue Water
 (WW2BW) 533
- World Surfing Reserves 470, 546
- World Tourism Organization *see* United
 Nations World Tourism Organization
 (UNWTO)
- World Trade Organization (WTO) 547
 General Agreement on Tariffs and
 trade 227
 globalization 238
- World Travel & Tourism Council
 (WTTC) 51, 547
 ecolabels 157
 Green Globe 244
 indicators 278
 sustainable development 477
 Tourism for Tomorrow Awards 493
- World Wide Fund for Nature (WWF) 23
- World Wildlife Fund (WWF) 185, 547–548
 linkingthinking 316
- WW2BW *see* White Water to Blue
 Water (WW2BW)
- WWF Code of Conduct for
 Arctic Tourists 80
- WWOOF (WWOOFing) 548
- Xeriscape 549
- Year of Ecotourism (2002) *see* International
 Year of Ecotourism (IYE, IYE 2002)
- Year of the Mountains (2002) *see*
 International Year of the Mountains
 (IYM)
- Year of the Ocean (1998) *see* International
 Year of the Ocean (YOTO)
- Year of the Reef (1997) *see* International
 Year of the Reef (IYOR)
- Yellowstone National Park, designated
 wilderness 534
- yield management 550
- youth tourism 550–552
 backpackers 45
- zoning 553–554
- zoo 554–555

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