

**ICRT**  
**GLOBAL**



**Institute of Tourism**  
**Voices for Insight & Impact**  
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# Principles of Responsible Tourism

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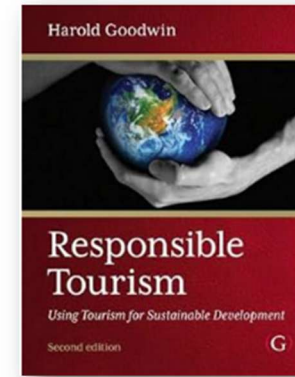
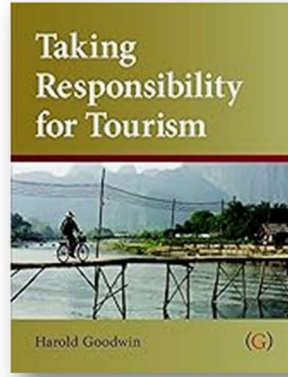
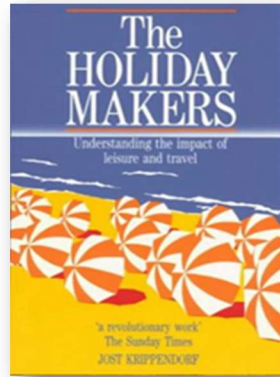


26 June 2026

# Sustainable Development: a long history?

- ❖ 1972 World Commission on Environment & Development
- ❖ 1980 World Conservation Strategy
- ❖ 1987 Brundtland Report & Our Common Future
- ❖ 1992 Rio Environment & Development – UN Commission on Sustainable Development
- ❖ 2000 Millennium Development Goals
- ❖ 2002 World Summit on Sustainable Development
- ❖ 2012 Rio+20
- ❖ Sustainable Development Goals

**Very little to show for it...**



# 2002 Cape Town Declaration

- ❖ Recognising that **Responsible Tourism takes many forms**, that **different destinations and stakeholders will have different priorities**, and that local policies and guidelines will need to be developed through multi-stakeholder processes to develop responsible tourism in destinations.
- ❖ We call upon countries, multilateral agencies, destinations and enterprises to develop similar practical guidelines and to encourage planning authorities, tourism businesses, tourists and local communities to take responsibility for achieving sustainable tourism, and **to create better places for people to live in and for people to visit.**

# Responsible Tourism:

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- ❖ **minimises negative economic, environmental, and social impacts;**
- ❖ generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry;
- ❖ involves local people in decisions that affect their lives and life chances;
- ❖ makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
- ❖ provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
- ❖ provides access for physically challenged people;
- ❖ and is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.

# Why Responsible?

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## Accountability

- ❖ Actions and consequences can be attributed to individuals or legal entities, who can be held accountable and legally liable.

## Respons-ability

- ❖ Individuals and organisations are expected to respond and to make a difference. This requires partnerships, a plurality of relationships, learning, praxis, and critical reflection.

## Use Tourism- or be used?

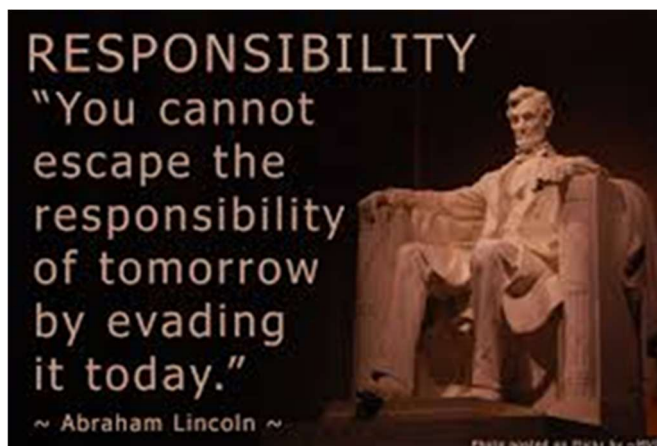
### Ethics: evidenced through behaviour & outcomes

- ❖ Partnership
- ❖ Equality
  - ❖ Sharing Relationship
  - ❖ Mutually beneficial
- ❖ Collaboration
  - ❖ Negotiated and agreed objectives
- ❖ Mutual Respect
- ❖ Community leadership
- ❖ Transparency
- ❖ Honesty

# Edith Sizoo

## ❖ Responsibility and Cultures of the World. Dialogue around a collective challenge

“The understanding and promotion of the ethical values common to humanity, **with an attitude of tolerance and respect for the diversity of religious, philosophical and moral beliefs, are both the foundation and the consequence of responsible tourism...**”



# So why take responsibility?

## Secular ethics

- ❖ Defines right and wrong based on **human reason, empathy, logic, and shared experience**
- ❖ Emphasizes **promoting human well-being, social harmony, and ethical living** in this world **through secular values** like compassion and justice.



Responsible Tourism is about taking responsibility for achieving sustainable development through tourism.



It is about what you do – individually and collectively



Tämä kuva, tekijä Tuntematon tekijä, käyttöoikeus: CC BY-SA

# Responsible Tourism, Secular Ethics

“... if one has knowledge and agency, the opportunity and capacity to act, to take responsibility; then one should: there is an arguable ethical obligation. Within a discourse of responsibility there is a stronger imperative to respond and to act.

If the issue and capacity to act is established, then failure to act can be attacked as irresponsible. In the discourse of responsibility there is a stronger imperative to take responsibility and to act because failure to do so when others are doing so is to risk being labelled irresponsible.”

❖ *And responsibility is free – we can take as much of it as we can handle.*



Goodwin H (2014) What Does the Concept of Responsibility Contribute to the Teaching of Sustainability in Universities? in Integrating Sustainability Thinking in Science and Engineering Curricula, Innovative Approaches, Methods and Tools Walter Leal Filho et al. (Eds) Springer

# So why take responsibility?

- ❖ Because it is the right thing to do, for this and future generations.
- ❖ Regulatory Compliance.
- ❖ Reduced risk and licence to operate – maintaining good relationships with our neighbours creates a safer and richer destination experience.
- ❖ Cost savings from reduced consumption and lower transport costs when we source locally.
- ❖ Improved product quality with local guides, craft products and local produce.
- ❖ Staff morale and commitment with lower staff turnover and reduced training costs, where staff see the wider benefit of the business to the community.
- ❖ Market advantage from a better product, PR and differentiation.

No man is an island

*No business can do everything; we have to choose; **do what we can***

Enlightened self interest

# South-South Exchange


## ❖ ICRT global

In 1675, Sir Isaac Newton wrote: “If I see further, it is by standing on the shoulders of giants”. The giants of Responsible Tourism are those who practice it in every corner of the world. We want to **share that collective knowledge to help us all to see further.**


- ❖ Awards
- ❖ Professional Training
- ❖ Conferences & Workshops
- ❖ Knowledge Sharing
- ❖ South-South Exchange



# Supporting changemakers



We are a non-profit on a mission to share more knowledge and understanding of Responsible Tourism to “make better places for people to live in, and better places for people to visit.”



- ❖ **There is no blueprint, no internationally valid prescription for how tourism should be made more sustainable. The salience and importance of issues vary from place-to-place, affected by the cultural and natural environment, and solutions vary too.**

**Responsible Tourism is what we do to make tourism more sustainable;** it is about how we use tourism to create sustainable development to benefit communities and destinations. Responsible Tourism requires us to say what we are doing to make tourism better and that we are transparent about what we achieve.

- ❖ **To make tourism better, to make it more sustainable, we have to take responsibility**

# Never mind the patten watch the hands

## UNIT 1

- ❖ What is Responsible Tourism
- ❖ We explore what it is and how it differs from sustainable tourism. Responsible Tourism is a broad church, it is the action that matters, not the word.
- ❖ Why is this change of focus significant?



## UNIT 2

- ❖ Where has Responsible Tourism come from?
- ❖ If we know where we have come from, it helps us to understand where we are and to chart a course for a better future,
- ❖ Why is Responsible Tourism gaining traction?
- ❖ What does responsibility mean in practice?

# 2022 Responsible Tourism Charter

- ❖ Sustainability is an **aspiration**. It will only be realised if and when we take responsibility for making tourism sustainable. **Responsibility drives sustainability. Responsible Tourism is about "making better places for people to live in and better places for people to visit."**
- ❖ The diversity of our world makes travel worthwhile and generates tourism. **Few businesses or destinations can address all the issues on the Responsible Tourism agenda.** We need to explain why we take responsibility for the things we choose to improve through tourism and the impacts of our efforts.
- ❖ Provides **inclusive employment for the differently abled** and people of diverse ethnicities, gender and sexual orientation;

# Business cases

## UNIT 3

- ❖ **The Business cases for Responsible Tourism**
- ❖ The business case for Responsible Tourism is not singular, it is plural.
- ❖ We look at why adopting Responsible Tourism practices makes business sense.
- ❖ How does it benefit business?
- ❖ What is the commercial benefit?



## UNIT 4

- ❖ **Responsible Tourism in Destinations**
- ❖ We take our holidays in their homes.
- ❖ How can the principles of Responsible Tourism be applied in destinations?
- ❖ How do we engage local authorities and communities and enable them to use tourism for their sustainable development rather than be used by it?

# Why Choose ICRT Global?

Participants across our courses and workshops consistently highlight:

- ❖ **Transformative learning** that reshapes how they understand tourism
- ❖ **Practical tools** they can apply immediately in their work
- ❖ **Expert guidance from leaders** who have shaped global Responsible Tourism practice
- ❖ **Real-world examples** drawn from destinations and businesses worldwide – **Responsible Tourism Awards**
- ❖ **A supportive, international learning community**
- ❖ Our training is designed not just to inform, but to **change how people think and to help them take responsibility for the issues that matter most.**

# Become a Change Maker

## UNIT 5

- ❖ **From Theory to Practice**
- ❖ The ideas are the easy part – how can the ideas be applied to ‘make tourism better’?
- ❖ How do you want to make a difference?
- ❖ How do you want to make tourism better?



## PROFESSIONAL CERTIFICATION

- ❖ The concluding unit is designed to enable you to think through how you can apply the ideas you have learnt during this short course.
- ❖ How can you make a difference and make tourism better?
- ❖ Before issuing a Professional Certificate, we ask that you submit a short report after the end of the course that records your key learnings and how
- ❖ you plan to apply your learning. We have developed a proforma report format to enable you to do.
- ❖ You may or may not wish to share this with your employer or the group(s) you work with.
- ❖ For an additional fee, we can arrange for further feedback on your report through an individual tutorial and/or ongoing mentoring.

# Thank you for listening

- ❖ <https://icrt.global/professional-certificate-in-responsible-tourism/>
- ❖ <https://icrt.global/2022-responsible-tourism-charter/>
- ❖ <https://icrt.global/2002-cape-town-declaration-on-responsible-tourism>
  
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- ❖ [Responsible Tourism Partnership.org](https://responsible-tourism-partnership.org)
- ❖ [Harold Goodwin.info](https://haroldgoodwin.info)
- ❖ [haroldgoodwin.info/publications/](https://haroldgoodwin.info/publications/)
- ❖ [Responsible Tourism Awards](#)