Sustainable Holiday Indicators

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Submission date: 02-Mar-2021 09:50AM (UTC+0700)
Submission ID: 1521883815
File name: Sustainable_Holiday_Indicators_pdf.pdf (261.23K)
Word count: 3229
Character count: 19526

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ABSTRACT: The increase of tourist arrivals is marked above average growth since global economic crisis in 2009. The significant increase of tourist movement appear on the increase of tourism business at travel agent and destination that tourism activities are considered responsible for generating negative impact and is sensitive to natural, cultural and environmental factor as well as lack of economic benefit at where the holiday taken place. The challenges of preventive approach on sustainable holiday is then developed. The concept of sustainable holiday derive from sustainable tourism concept. The components choose at tour operators whose assemble of tour packages will impact to destinations, means that tour operator should focus on sustainability concept when designing a tour package that will ing positive impact to destinations. The indicators of sustainable holiday develop from the dimensions of internal management, product development, supply chain management, customer relation and cooperation with destination as well as the sustainable practices of travel agent that already exist. Those dimensions were roots from three basic sustainable idea on preserving natural environment, respecting socio-cultural and contributing to economic development. The paper develop indicators concept of sustainable holiday at tour operator in designing tour packages that impact to destination.

Keywords: Sustainable holiday, indicators, tour operator, destination

1 INTRODUCTION

In many countries, touris is an important element of economic development. Tourism can have an impact n economy activities (Dwyer et al, 2004). Tourism is the largest generator of employment and its services range from travel, accommodation, maintenance of culture and traditions to preservation of eco-system (Zaei and Zaei, 2013). With the international tourist arrivals reach over 1.1 billion in 2014 (UNWTO, 2015), the travel industry contributed US$ 7.6 trillion that account to 9.8% of world GDP, employ nearly 277 million people in travel and tourism that equivalent to 1 in 11 jobs in the world. This figure forecast to increase that by 2025 the number of employment rise to 356 million and rea US$ 11 trillion to global economy (WTTC, 2015). Not only economic factor impact to tourism sector, but also tourism considered a positive contribution to urban development (European Co mission, Tourist Unit, 2000).

Tourism activities are considered responsible for generating the most severe negative impact that mass tourism is unable to fulfil the requirement of sustainability (Mason, 2003). The phenomenon of tourism is sensitive to natural, cultural and environmental factor (Mathew, 2009). The important element of socio-economic and political development in many countries is uncertain that tourism contributes to socio-economic and cultural positively and also the degradation of the environment as well loss of local identity (Chan, 2010). In contrast, small group of tourism activities are considered beneficial and more responsible on sustainability (Mowforth and Munt, 2003). The challenges of sustainable in all tourism activities to be ap ied by incorporating strong preventive approaches. Tourism industry should than practically prevent harm while developing and managing tourism activities (Swarbrooke, 1999).

Sustainability become an important concept of tourism destination and increase to become destination competitiveness (Mathew, 2009). The development of destination must be guided by effective and efficient management focus on tainability. The future tourism destination development plans should compatible with market

needs, human and environment that take the economic benefit to local communities. As the sustainable tourism setting is at destination where number of tourist increase, the term of sustainable holiday were applied. Tourist travel to destination include activities from pre, during and post traveling that all these activities mostly impact to environment. The term of sustainable holiday is important to encourage travel focus on holiday activities that support socio-cultural, environmental and economic aspect at the destinations.

The paper outline the indicators of sustainable holiday in order to develop a concept at the tour operator and impact to destinations. The bottom line of sustainable holiday is derive from sustainable tourism that has three basic components of sustainable; socio-cultural, economic development and environment. To all three important aspects of sustainable holiday, the activities of pre-traveling, and during traveling would be the main point of indicators concept developed. To this reason, the important activities at tour operator or travel agent and destinations can be a significant sources in developing the sustainable holiday indicators.

2 LITERATURE REVIEW

2.1 *Sustainable holiday*

Little studies about sustainable holiday were found, but the concept of sustainable can be applied in all form of tourism activities. Rooted from sustainable tourism concept which is fundamentally associate with sustainable development as interpreted in the Brundland Report of 1988, sustainable tourism focus the need of tourism development that enhance natural riches and contribute to socio-economic progress of destination. Sustainable increase awareness on environmental sensitivity and ecological consciousness within tourism activity (Dodds and Butler, 2010). Tourism is important for industrialize countries as a market of high economic and to less develop countries as tourist destinations. This than believe that holiday impact to environmental crucial issues such as the overall number of trips, the choice of destinations, the distant of traveled and the mode choice of transportation (Bohler et al, 2005).

Due to the little study on sustainable holiday, the definition of sustainable holiday are derived from sustainable tourism. No specific definition of sustainable holiday were mention, but as traveling mostly focus on destination, the definition developed as the activities related to holiday activities at the destination with the responsible to protection of environment, socio-cultural enhancement and economic benefit to people at the destinations.

2.2 *Sustainable holiday practice*

The practices of sustainable holiday start from tour operator while they buy tourism services in bulk, assembles them into attractive package then sold directly to customer through travel agents as holiday packages. Tour operators are related to the activities in producing tour packages that sold by travel agent. As the important role of tour operators in assembling tour packages of product, this then believe that tour operators play an important roles in changing behaviors and attitudes towards more responsible forms of tourism by (a) influencing the volume and direction of tourism flows, (b) integrating and affecting attitudes and practices of numerous tourism suppliers and stakeholders, and (c) shaping destinations and local communities (Sigala, 2008). To this point, tour operators have control on how the packages being assemble from the responsible supplier or stakeholders become a tour packages. Public awareness on holiday experiences are now increase that tourist are demanding more on environmentally and cultural sensitive holiday experiences. The tour operator should then response to produce sustainable tour package to remain competitive (Font and Cochrane, 2005).

Tour operators are the key in achieving sustainable holiday (Wijk & Persoon, 2006; Frey & George, 2010). Tour operators recognize their responsibility for the negative impact of tourism caused by tourist which facilities used during their holiday as well as tour operators take more proactive attitude and start to develop environmental policies and plans (Khairat & Maher, 2012). Tour operator commitment on sustainable tourism concept are one of their business practices by working together through common activities to promote and disseminate methods and practices compatible with sustainable development (TOI, 2005).

Areas that tour operators integrate sustainability process include: (1) internal management, (2) product development, (3) supply chain management, (4) customer relation and (5) co-operation with destination (TOI, 2007). Tour operators plan and prepare holiday package on first four areas that tour operators have direct impact on sustainability while the fifth area covers efforts to address product impacts at destination (TOI, 2007).

As the choice of supplier at the first activities, sustainable holiday were then being important part of the whole holiday. The impact of this choices is related to cost. Some supplier chosen is because of the sustainable certificate on their services. Benefit of

implementing sustainable holiday concept at TUI Travel as British huge travel agent is cost saving from reducing energy and water consumption and supporting business to environmental or socio-economic project at destination by featuring hotels with sustainability certification (TUI Travel, 2015).

2.3 *Indicators for sustainable holiday*

Sustainable holiday are relatively new field of research and study interest. However, the indicators developed perform from the sustainable tourism and responsible traveler because holiday related to destination and the movement of people at the destination, then the indicators developed support the sustainable concept. There are two phase that sustainable holiday bring positive impact; (1) at tour operator as assemble of tour package and (2) at the destination where tourists consume the tour package as holiday. This paper emphasized on the tour operator indicators in supporting sustainable holiday concept and the tourist behavior at the destinations.

Methodology in developing sustainable indicators by Khairat & Maher (2012) is used exploratory research technique with depth interviews of stakeholders of tour operators in destinations combined with descriptive research techniques. To this indicators developed, the qualitative and quantitative method were used.

Sustainable holiday indicators develop at pre-holiday mention by Carbone (2004) and TOI (2007) in Khairat & Maher (2012) there are five dimensions of being sustainable at the preparation phase, consist of (1) internal management, (2) product development, (3) supply chain management, (4) customer relation and (5) cooperation with destination. Those five dimensions are being important part of tour operator to consider when their designing tour package. The tour package then experienced by tourist at the destination. To get the best positive impact on destinations, assembling tour package need to consider best practice of sustainability concept.

Font & Cochrane (2005) mention the indicator for internal management involve:

1. Cost saving by reducing consumption of paper, energy, water and other supplies;
2. Good labor practice and respecting human right; increase staff morale, allow greater retention of high quality staff, improving working condition contribute to high quality of service for clients.

Miller and Ward (2005) explain the product development indicator consist of:

1. Choice of destination of holiday package component in minimizing environmental, economic and social impact;
2. Selection of service provider and contracting.

Supply Chain Management indicators are:

1. Product and service stewardship of holiday package design with lower environmental and social impact (Bedeanu, 2009; Miller and Ward, 2005).
2. Raising awareness on sustainable issue supported by tour operator (TOI, 2007)
3. Cooperation with destination in sustainable manner by establishing link and developing partnership with stakeholders (Carbone, 2004).

Customer Relation indicators (Font & Cochrane, 2005):

1. Expecting appropriate customer behavior at destination become responsible tourist;
2. Protect customer privacy, health and safety

The cooperation with destination indicator by Carbone (2004) is establishing link and partnership with stakeholders in destination, private sector, civil society, local authorities and non-governmental organization at destination in the sustainability manner.

At the destination phase, tourist behavior emphasize regarding their responsibilities during their holiday. The indicators developed are (world-tourism.org):

1. Being open mind to other cultures and tradition through earn respect, readily welcome by local people, be tolerant and respect diversity;
2. Respect human right by not exploiting any form of conflict;
3. Preserve natural environment by protect wildlife and habitants, not purchase product made from endangered plants or animals;
4. Respect cultural resources by conducting activities with respect for the artistic, archaeological and cultural heritage;
5. Contributing to economic and social development by purchase local products.

TUI Travel also develop indicators of sustainable holiday with the dimensions of protecting diversity, investing in training, reducing waste, reducing carbon, animal welfare, supporting communities, protecting children and saving water that reflected on the whole holiday plan. Those dimensions also related to the phase of preparing tour package and at the destination. The indicators develop by TUI Travel include (TUI Travel, 2015):

1. Promoting greener and fairer holiday online;

2. Training customer by facing colleague on sustainability
3. Flying more fuel-efficient aircraft,
4. Operating cruise ships more efficiently,
5. Greening for coach fleet,
6. Sustainability awareness raising in destinations,
7. Engaging customer in sustainable tourism,
8. Driving best practice sustainability performance with suppliers.

Other studies on sustainable related to the indicators developed as well as developed on three basic sustainable concern of environmental, socio-cultural and economic development. The studies of AITO (Association of Independent Tour operators develop the indicator of (1) protect the environment; its flora, fauna and landscape; (2) respect local culture; traditions, religions and build heritage; (3) benefit local communities; both economically and socially; (4) conserve natural resources; from office to destination; and (5) minimize pollution; through noise, waste disposal and congestion

3. DISCUSSION

Tourism are considered responsible for generating the most severe negative impact that the need of sustainable development is necessary. To all indicators mentions above from previous studies, it is clear that all indicators keep on the track with sustainable components; environmental, socio-cultural and economic development. Sustainable holiday indicators should be wisely consider applied when tour operator assemble a tour package. This then bring to a better value of holiday by minimizing negative impact to environment, socio-culture and economic impact at the destination.

In designing a tour package, tour operator should consider the sustainable holiday indicators developed. A tour package which is support sustainability consist such as flying with a fuel-efficient aircraft, staying in the certified green hotel, choosing destination which is respect to local culture and preserve natural environment, work closely with local supplier by choosing the local products and services and not buying imported products. A tour package can be developed in more varieties of services and inserted the sustainable holiday concept on it.

After tour package being sold to tourist, the tour operator still have responsibilities in involving tourist to be more responsible on their holiday as the greener holiday promotes to tourist online by travel agents or tour operators. Some practices encouraging tourist to be more sustainable by saving water when staying at the hotel, reducing the use of energy, protecting respecting local culture and buying souvenir locally not from protected animal. All those practices being promotes by travel agent online in supporting sustainable holiday.

Seeing that experience, would only easy to be written, but not in practice. To do so, the effort are needed from both supply side; the tour operator and travel agent as well as demand side from the tourist or customer willingness to be more responsible on sustainable holiday. The application of sustainable holiday should be ideally achieve to perform sustainable holiday in order to improve the better quality of environment, preserving socio-culture and benefit economic for local communities at the destination. The indicator of sustainable holiday will help easily of tour operator or travel agent in practicing sustainable holiday. The indicator of sustainable holiday concept is presented in table 1.

Table 1. Indicators for sustainable holiday

Components	Indicators
Environmental	1. Reduction of energy, water, & other supplies consumption 2. Minimize pollution 3. Preserve natural environment 4. Conserve natural resources 5. Saving water 6. Promoting greener holiday online 7. Minimize pollution 8. Staying at certified green hotel 9. Flying more fuel-efficient aircraft 10.Greening coach fleet 11.Sustainable awareness raising at destination
Socio-cultural	1. Respecting human right 2. Supporting communities 3. Protecting children 4. Respect local culture and diversity 5. Respect diversity 6. Protect customer privacy, health and safety 7. Engaging customer in sustainable holiday 8. Training customer by facing colleague on sustainability
Economic Development	1. Contributing economy locally 2. Promoting fairer holiday online 3. Driving best practice on sustainability performance with suppliers 4. Purchasing local products 5. Establishing link and developing partnership with local stakeholders

Source: Font & Cochrane (2005), Miller & Ward (2005), AITO (2016), TUI Travel (2015), world-tourism.org

The development of sustainable concept is rapid that the indicators may also transform concerning different types of tour operator, destination and tourist. But, to all differences, sustainable holiday support the positive form of sustainable tourism as a whole.

4. CONCLUSION

Tourism are considered responsible for generating the most severe negative impact that the need of sustainable development are important in the form of sustainable holiday. The important elements of sustainable holiday were derive from sustainable tourism components; environmental, socio-cultural and economic development. Two phase on sustainable holiday were developed; at pre-traveling and during traveling. Pre traveling start from the tour operators buy tourism service in bulk then assembles into attractive package, while during traveling mostly focus on the tourist awareness experiencing their holiday. To both phase, the sustainable holiday indicator were developed. Most of pre-traveling phase, the indicators emphasis in integrating sustainable holiday process include those three components of sustainable holiday. The indicator of sustainable holiday during traveling phase include the behavior of tourist that mostly relate to tourist responsibility at the destination in supporting the preservation of environment, socio-culture and benefiting economic to local communities.

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