

Tourism, Sustainability and Recovery

Asia Pacific Expert Outlook

Wakayama-CTR Webinar Series 2020 Vol.3

Tourism, sustainability and de-growth

**Wednesday, September 16 7:00-8:00PM (JST)
@Zoom Webinar(online)**

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Wakayama-CTR Webinar Series 2020

Vol.3

Tourism, sustainability and de-growth

This webinar is an early acknowledgement of World Tourism Day on 27 September, where as a result of COVID-19, an opportunity to rethink the future of the tourism sector is clear, including how it contributes to the sustainable development goals, through its social, cultural, political, and economic value.

Presenter:



Richard Sharpley

(Distinguished University Professor, Wakayama University / Professor, University of Central Lancashire)

Panelist:



Muchazondida Mkono

(Lecturer in Tourism Management, The University of Queensland)

Moderator:



Joseph M. Cheer *(Professor, Wakayama University)*

Date:

Wednesday,

16 September, 2020

Time:

7:00 – 8:00 PM (JST)

Please visit our website for details:
<https://www.wakayama-u.ac.jp/ctr/>



Speakers



Richard Sharpley

Distinguished University Professor, Wakayama University / Professor,
University of Central Lancashire, UK



Muchazondida Mkono

Lecturer in Tourism Management, School of Business, The University of
Queensland, Australia

<Part I >

Joseph M. Cheer:

Hello, everyone. Good evening, good morning, good afternoon wherever you are joining us from. On behalf of the Center for Tourism Research at Wakayama University in Japan, welcome to the third webinar in the webinar series Tourism, Sustainability and Recovery: Asia Pacific Expert Outlook.

My name is Joseph Cheer and I will be moderating this webinar tonight. I'm currently a professor at the Center for Tourism Research at Wakayama University. Tonight we're really pleased to welcome an international audience with participants from over 40 different countries across Asia and Pacific, Europe and the Americas. We're very grateful that you've joined us especially for those who had to get up very early or staying awake beyond your usual bedtime. Thank you again.

I must make particular mention of some very strong support from participants at a number of universities around the globe, including Batangas State University in the Philippines. Thank you for joining us and the University of Lapland as well where we have multiple participants. We also have participants from Clemson University in the United States, University of Queensland where one of our speakers is from and the University of Technology Sydney in Australia; Auckland University of Technology, New Zealand; Swansea University, Wales; Gadjah Mada in Indonesia; National Kaohsiung in Taiwan and Groningen in the Netherlands.

So, the Center for Tourism Research aims to be a key hub for tourism research in the Asia Pacific region and today's webinar is part of that mission. We extend an open invitation to you to visit us at Wakayama. This webinar series is usually run on

a monthly basis and will feature speakers at the leading edge of tourism research and practice. And while the focus will be the Asia Pacific region, the overarching emphasis is on global tourism as you will see.

Lastly, we acknowledge the support of our tourism industry partners because without the tourism industry our research is not able to be applied. So, we think PATA, Pacific Asia Travel Association, the UNWTO regional support office for Asia and Pacific here in Japan and the Kansai Tourism Bureau.

With those introductions out of the way, I'd like to introduce tonight's webinar titled tourism, sustainability and de-growth. We're very fortunate indeed to have two speakers, both exceptional scholars in their own right and with considerable bodies of work examining broader notions of sustainable tourism as well as more nuanced insights into particular aspects of global tourism. Importantly, both speakers undertake research that makes important contributions not just to tourism scholarly understandings but also to practice as well. At the end of the speaking section of the webinar, we will try our best as speakers respond to some of the questions raised. So if you have any questions, please send your questions for the speakers by the chat tool.

Okay. So, without further ado, I'd like to make very brief introduction of both of today's speakers before handing over to them respectively. Our first speaker today will be Professor Richard Sharpley. Most of you will know Richard's work. He is Professor of International Development at Central Lancashire University in the UK. He is also Distinguished University Professor at the Center for Tourism Research, Wakayama University. Thanks for joining us Richard.

Our second speaker is Dr. Mucha Mkono, who is from the University of Queensland. Thanks for joining us Mucha. Mucha lectures in tourism

management in the School of Business at the University of Queensland and was previously an Australian Research Council Distinguished Early Career Research Award fellow. So, I'd like all of you to give them a silent clap wherever you are. Without further ado then, let's go to our first speaker.

Our first speaker is Professor Richard Sharpley. Richard is, as I said earlier, Professor of Tourism and Development at the University of Central Lancashire and has been Deputy Director at the Center for Tourism Research here at Wakayama University since 2016. He has held a number of positions and institutions including the University of Northumbria and the University of Lincoln, where he was professor of tourism and head of department.

Richard is editor of one of the top journals in the tourism discipline, tourism planning and development and a member of a number of editorial boards as well. His research interests are within the fields of tourism development and sociology of tourism and he has published widely. Most of you will know his books, *Tourism and Development: Concepts and Issues* with David Telfer; in its second edition, *Tourism Tourists and Society*; in its fifth edition, *The Darker Side of Travel: The Theory and Practice of Dark Tourism* with Dr. Philip Stone and *Research Agenda for Tourism and Development* most recently with David Harrison. But Richard's most recent book was with colleagues here at the Center for Tourism Research and co-edited with Professor Kumi Kato, *Tourism in Japan: Contemporary Perspectives*. And with that I welcome Professor Richard Sharpley.

Tourism: From sustainable tourism development to de-growth?

Richard Sharpley

Joseph, thank you very much indeed for that lovely introduction. Good morning. Sorry, it's good morning from England here. I know for some of you it is afternoon and others it's evening. But it's a great pleasure to be here and talking to you today.

What I'm planning to talk about for the next 20 minutes or so is the extent to which we need to de-grow tourism. Now, this might seem a little bit unusual at a time when the global tourism sector is facing major problems because of coronavirus, at a time when tourism is suffering. There's very little tourism occurring around the world. It might seem strange for me to be arguing today that what we need to do is to think about de-growing or reducing the level of tourism on a global scale.

However, what I'm going to do over the next 20 minutes is to argue that essentially the whole concept of sustainable tourism development is no longer viable and what we need to do is move to a more radical approach to developing tourism around the world, which is based on de-growth.

As many of you know and as Joseph mentioned at the beginning, I've been involved in research and tourism probably for 30 years and 30 years ago, as you're all aware, tourism was a very different phenomenon from what it is today. These are just a few ideas or a few facts about tourism back in 1990 when I started. International arrivals were very low. We didn't enjoy the internet or smart technology. There was a very limited range of products and experiences. Of course, we had no low-cost carriers. We used to buy our holidays through travel agents. We needed traveler's cheques – some of you may remember

those, and many people took traveler's cheques on holiday. But the one thing that we did have 30 years ago was a focus on the impacts of tourism. Thirty years ago, we were discussing the impacts, the negative consequences of tourism. And of course, it was almost exactly 30 years ago that the concept of sustainable tourism development also gained popularity. And although tourism has changed remarkably over the last 30 years to where we understand it today, the one thing which has remained constant has been the concept of sustainable tourism development.



The other thing which has been constant from my perspective, have been concerns or criticisms of sustainable tourism development. These I wrote about in a paper published 20 years ago in the *Journal of Sustainable Tourism* (Sharpley, 2000). These are essentially what I see to be the main problems with the concept of sustainable tourism development. It's ambiguous. It's a malleable concept, such that it can mean all things to all people, and the broader concept of sustainable development has been applied to numerous economic, social, political contexts because it is such a very malleable concept. It can mean all things to all people. But at the same time, in my view, it is relatively meaningless in many ways.

Perhaps we are delusional in actually focusing on the concepts of sustainable development or sustainable tourism development. By establishing or setting ourselves the objective of achieving it, we perhaps believe it is achievable, but that is without a full understanding of sustainable

development, what it means, what its policies are, what its objectives are. In particular, there is lack of fit, if you will, between tourism as a specific economic sector and sustainable development as its parental paradigm. I've long argued that the very nature of tourism in all its characteristics does not fit with the broader principles of a holistic, futuristic approach that sustainable development demands.

Certainly, most of the work in sustainable tourism is very tourism-centric. We've lost sight over the last 20 years that what sustainable tourism development should be about is promoting sustainable development through tourism, not purely and simply trying to make tourism itself as an activity environmentally and socially sustainable. Most policies focus on the destination, which means we're missing the wider picture. We focus on a micro solution.

And most concerning I think for me is that while we in academia have been talking about sustainable tourism development for 20 or 30 years, what has been occurring in practice is completely the opposite. There's been a lack of connect in my view between theory and practice in sustainable tourism development. This is how I concluded my paper 20 years ago, saying that we do need to encourage more sustainable forms of tourism; it's incumbent on us to promote forms of tourism as with all forms of economic activity that are environmentally sustainable so we don't destroy the resources on which tourism depends. But we should stop hiding behind the banner of sustainable development.

So, what has happened over the last 20 years? Certainly, we haven't moved towards what we would hope to be sustainable tourism development. These figures will all be familiar to you. Certainly by last year, tourism international arrivals reached 1.5 billion, and there has been the rapid emergence of new destinations. Remarkably,

more than 30 destinations - I think the figure is now 35 - received more than 10 million visitors a year, and new markets are emerging, primarily in Southeast Asia. All this growth has been underpinned by liberalization, cheaper transport costs, and essentially the neoliberal global economy.

What this has meant is that more and more destinations are becoming increasingly and unsustainably dependent upon tourism and so on tourism as an agent of development. And despite all the policies and processes and growth in ecotourism and so on and so forth, there is very limited evidence in practice of the adoption of what could be described as responsible tourist behavior on the part of ourselves, tourists. We are consuming tourism as we do other products in a relatively unsustainable way.

And of course, pre-COVID-19, before this year, there was increasing evidence of over-tourism, which as I'll say in a moment, is a symptom of a problem, not the problem itself. And this is the other issue that I'd like to emphasize. Over-tourism is seen as the problem and I know Joseph and others have already published books and many articles on over-tourism, suggesting solutions. But in my view, many of these solutions are just solutions which have been proposed for decades. They are really old solutions to an old problem, not new solutions to a new problem.

And the overriding factor, I believe, is climate change and global warming. Once the issues of coronavirus have hopefully been resolved in terms of tourism, the great challenge remains and will remain global warming. And it's within this context that I think we need to move to an alternative model.

And the problem, in my view, the fundamental problem of tourism, and the fundamental problem of development more generally, sustainable or

otherwise, is that at the global, the national and the local level, development policies focus on economic growth. The world is still determined by the economic world, the political world is still driven by a desire to achieve economic growth. Growth is typically measured in gross domestic product, either national or at the per capita level, the belief being that if the national or the global economy is growing, then that must be a good thing. Certainly, growth underpins all national development and most national development policies, though there are some exceptions.

And if you actually explore or examine the SDGs, the Sustainable Development Goals, in some detail, it's kind of interesting that certainly the UNWTO firmly aligns tourism with the SDGs suggesting that tourism can contribute to the Sustainable Development Goals. These two are contradictory in the context of economic growth. In fact, some of the SDGs are contradictory in terms of environmental parameters because expecting 7% to 10% growth in developing countries and continuing growth in developed countries is environmentally unsustainable.

Generally, however, economic growth is seemed to be considered commensurate with development and progress. Although understandings of development and progress are changing, it is not only about economic growth. Yet, economic growth policy is also widely reflected in the growth-oriented policies within tourism in particular. It alarms me considerably that the UNWTO and other organizations continue to celebrate the continuing growth in arrivals as a symbol of the success of tourism and research has shown that many if not all national tourism policies are also focused on growth in numbers as opposed to qualitative growth. But I guess that's inevitable because all destinations are operating within an increasingly competitive global tourism market.

But essentially, the policy for tourism is still based on profit, profit in the broader sense of not only profits for businesses, but profit in terms of jobs, income, foreign exchange, et cetera, et cetera. But it is also based on excessive consumption, and I'll come back to that in a moment. And I've referred at the bottom of this slide to the concept of obesity of experience; certainly, those of us who are fortunate to participate in tourism, which is still a relatively small proportion of the global population, are perhaps moving to a situation where we are experiencing too much - we are seeking and consuming too much tourism, too many experiences. We're perhaps becoming obese on those experiences and unnecessarily so.

Now, this next slide shows a very simplistic model of the economic growth model from a business perspective. The idea you have higher output, which leads to increased investment. It's relevant to tourism. This leads to higher productivity, increased wages, so people spend more, leading to rising consumer demand. So, for particular products more generally, this is why the economic growth model is seemed to be the way forward for development. The belief being that development sustainable or otherwise will automatically or organically occur on the basis of that economic growth.

But of course, growth in tourism and everything else is dependent upon innovation. And I would be the first to agree that the tourism sector is one of the most innovative sectors in the world. Much of the growth, much the expansion of tourism that we have witnessed over the last 30 years has been based on a highly innovative and successful tourism industry, which has stimulated demand. But of course, economic growth or continuing growth is dependent upon increases in demand, increases in consumption. That, in turn, arguably depends on a belief that wealth, material wealth, financial wealth, having

more whether in terms of products and goods or indeed in terms of experiences, makes us happier. There's an underpinning thesis or ethos if you like that contemporary development and contemporary happiness is based on having more and all this depends of course on a liberal market led economy. That's what drives growth.

On the other hand, of course, it is also dependent upon an infinite supply of resources. To grow continuously means that without the development of renewable resources and without a reduction in pollution, without a reduction in the waste from all our production going into the environment, the environment itself will suffer. Growth is dependent on an infinite supply of resources or what is known as absolute or relative decoupling of resources from production. What that refers to is the techno-centric approach that believes that we can continue to grow because technology will find solutions to resource issues. So, for example, in the UK it's been claimed that the airline sector will be carbon neutral by 2050. I and many others doubt that very much that we'll be able to decouple relatively airline travel from resource use.

So, the problem with growth is that it is environmentally unsustainable. Constant growth, unless there is absolutely decoupling, leads to overproduction and overconsumption and certainly on a global basis, there is a need to reduce the rate of growth in consumption, in particular to address the problem of climate change. At the global level there is a need to move towards a more balanced, equitable, steady state of consumption if not actually reduction in consumption.

Particularly in tourism some of you might have seen this particular slide before. Tourism is grossly inequitable. This slide shows the percentage of CO2 emissions for all lifestyle consumption. The richest 10% of the world

account for almost 40% of lifestyle consumption emissions. In terms of tourism, the figure for those who fly is about 10% of the world population; the great majority of people who fly or the majority of flying is actually accounted for by frequent flyers. So, those of you who say, well, flying is only 3% or 4% of global emissions, what we forget is that those who are fortunate enough to fly frequently are on a per capita basis accounting for a huge contribution towards CO₂ emissions. For one passenger on one flight from UK to New York return, the carbon emissions are equal to one UK resident's annual total carbon emissions. We can't excuse flying on the basis that collectively it makes only a small contribution to emissions.

Certainly, growth in terms of development exacerbates inequalities and other social problems. It doesn't reduce it. I haven't got time to go through all these now. But research shows that in most countries with a high level of economic growth, problems such as inequality, problems related to family breakdown, problems related to drug abuse, crime, those all tend to be higher in those countries with high levels of economic inequality compared to those more equal countries.

And the other thing that I would like to point out in terms of growth is that a focus on growth detracts from what is currently considered to be development which is all about well-being, meaningful existence and achieving prosperity in the more traditional sense of the word of having hope for the future, of hope of living a fulfilled, prosperous, meaningful, satisfying existence.

So, this is almost my last slide. What is the solution to the growth problem? De-growth. What is de-growth? It is not as some believe in terms of tourism simply reducing at a point in time and place the number of tourists visiting a particular destination. It's a global approach to reducing both the production and consumption demands

on the global ecosystem. On a global scale, it's about reducing production, reducing consumption alongside a fundamental shift in how we understand consumption, how we understand wealth and how we understand well-being. So, in terms of tourism, what we need to do in my view is to reduce tourism's carbon footprint overall. We need to make significant contributions through tourism to reducing CO₂ emissions and this primarily has to be through reducing fossil fuel-based travel.

Destination projects are excellent. There are many of them, there are many projects around the world where destinations are acting sustainably. But it's how we get to those destinations, we need to move away particularly from air travel, we need to move away from fossil fuel-based travel. We can take into account technological innovation in transport and fuel technology. But all the evidence at the moment suggests that an effective replacement for current fossil fuel-based aviation fuel is not on the horizon yet.

So, there are going to be questions, how do we achieve this? Will there be a voluntary adoption of sustainable conscious consumption and lifestyles in tourism? There's the beginning of it in Scandinavia with Flygskam where people rejecting flying. But I do not think so. I don't think it's going to occur on a global basis. So therefore, we will need regulation. What potential is there for global agreements in terms of reducing flying? Those are questions that we can all think about. And then of course, there is also the issue to balance global de-growth in tourism with local and national development through tourism.

I'll be the first to acknowledge that tourism remains a vital tool for development and that to de-grow tourism, overall it has to be global. But certain countries, certain destinations, certain markets have to de-grow to allow other destinations to continue to develop through

tourism. Hopefully that has stimulated some thoughts. No doubt, it will stimulate some questions and some arguments. But for now, thank you very much indeed and I will hand you back to Joseph.

Cheer:

Thank you very much, Richard. For those of you who might be interested to dig deeper into what Richard has talked about, his recent paper in the Journal of Sustainable Tourism published in 2020 should give you more information and background on that. We have some questions coming through. So, if you have any questions for Professor Sharpley, please send them through and we'll do our best to try and get to them at the end.

I'm very pleased to introduce our second speaker is Dr. Mucha Mkono from the University of Queensland. For those of you who know Mucha's work, you will note that she is a very productive researcher publishing some very provocative and thought provoking work. Mucha is a lecturer in tourism management at the University of Queensland, which is currently ranked as Australia's number one school of tourism. She recently completed an Australian Research Council Distinguished Early Career Research Award project. For those of you who don't know what an ARC DECRA project is, it's probably the gold standard for researchers in Australia. Mucha's work was centered on the role of cyber activism and bringing attention to the ethical question surrounding trophy hunting tourism in Africa.

The project led to an invitation to testify as an expert witness at the legislative hearing of the US House of Representatives committee on natural resources and the CECIL Act, CECIL after CECIL lion, most of you might know. And the video is on YouTube. I watched it the other day, which I was very impressed.

Mucha has published on a range of

sustainability and ethicality themes relating to tourism consumption. A good follow up from Richard. The bulk of her work is focused on the role of digital communities and the contestation of these themes. In particular, Mucha employs an ethnography in her work, which applies the in person participant observation techniques of anthropology to the study of interactions and experiences manifesting for digital communications.

In 2020, Mucha has published a lot of work in the Journal of Sustainable Tourism, the Journal of Tourism Futures, Annals of Tourism Research and the Journal of Sustainable Tourism, as well as a landmark book Positive Tourism in Africa published in 2019. So, if we don't have time to ask Mucha the questions today or we don't have time, she doesn't have time to cover everything. I'm sure you can find a lot of extension of what she's about to say today in her work. So, I hand over to you now Mucha. Welcome and thank you for joining us.

Sustainable tourism: Challenges for the next generation

Muchazondida Mkono

Joseph, thank you very much indeed for that lovely introduction. Good morning. Sorry, it's good morning from England here. I know for some of you it is afternoon and others it's evening.

Well, thank you so much Joseph. I'm really grateful to be part of this webinar. So, thank you for inviting me. I will now try to share my screen and show you a few slides that I have prepared. Thank you. Bear with me. All right, my apologies there.

So, thank you once again. Listening to Professor Shapley, I suppose he reflects on the last

20 years since the publication of his work on the prospects for sustainable tourism development. And I suppose my perspective is to look at the present and sort of ask questions that I think are pertinent for going forward. So from reflecting on the last 20 years, if you like, to then looking at the next 20 years. I want to start by emphasizing that I really don't want to pretend to have answers here. I do not have all the answers. But I do pose questions that I think are important. And I think questions that we will have to confront, that we'll have to contend with going forward. And so what I've tried to do today is to sort of capture some of the major themes in some of my recent work, which sort of set a foundation for what I believe will be those important questions going forward.

What really fascinates me in considering this future of sustainability, this future of sustainable tourism, is the young generation because these are going to be the people who will set the agenda going forward. In particular, I'm interested in the experiences and the perspectives of the generation who are born from 1995 onwards. And I think it's fair to say that this generation are young people who are taking matters into their own hands. They are not happy to sit by the sidelines and watch. They are saying, we are going to do what we can to create the future that we want. So, this is the generation that really interests me when it comes to the question of sustainability, because I really see them as prepared to draw their own benchmarks and to rewrite the rulebook for sustainability.

And, of course, the name Greta Thunberg comes to mind. She personifies this spirit of young people who are taking matters into their own hands. This is what really fascinates me. This is a theme that I intend to explore going forward because I think it will shape the future of sustainability whether that's in tourism or more broadly. And so I have a real interest in environmentalism or more specifically,

environmental activism.

Some of you who are on Trinet like myself would have seen in recent weeks a debate raging on Greta Thunberg and what she represents. Some very enthusiastic about what she represents, what her generation represents and her views and others not quite so keen. And that image on the right, I think is an apt representation of what was going on in Trinet. My point really is that our young people are taking center stage, we are taking notice whether we agree with them or not. So, these are things that interest me in particular.

With that realization, with the realization that young people are taking center stage, taking matters into their own hands and then also realizing their use of social media, right, you cannot separate young people's experience, lived experience from social media. You cannot separate their activism from social media either. So, I locate social media at the center of a lot of the work that I'm doing because it just makes sense to do so. However, there are challenges with that.

The first is obvious. The tribalism that social media tends to generate. We see this in political spheres. Indeed, we see these in all spheres of life as we know it. So unfortunately, social media has this tendency. As Kumar et al put it, to create equal, eco-chambers, right? So, it leads to polarization. We have two extremes, screaming at each other and barely listening to each other. So, you have this exaggerated partisanship in social media.

And unfortunately, young people are caught up in that. So, in my view, this is not conducive to healthy debate because then you have villains and hypocrites. You have this tribe's way, the other group is the villains and the other group is the hypocrites. I see this as something that is unfortunate, but something that we have to

recognize is a reality of our time, including when we consider issues around sustainability and the role that young people will continue to play. So, that's number one. That's a challenge. That's a question that we will have to contend with.

The second one is a sense of generational wars. So, Greta Thunberg, who I obviously will continue to refer to, is famously quoted as having said, "How dare you" and she is addressing here leaders, but she is also addressing generations before her. And she is saying, "You've failed us." So unfortunately, what this has done is to precipitate a generational war between the Greta generation, if you don't mind me putting it that way, and the rest.

For example, these days we hear people talking about baby boomers versus Generation Z versus Generation Y and so forth. So these generation wars, in my view, again not helpful. So, this is a second theme, a second challenge that I am very much interested in my work when considering these issues around sustainability. So the question becomes, how do we bridge that generational divide so that younger people can learn from the other generation's experiences and other generations can also listen to young people?

Here I refer you to a paper I published with Professor Karen Hughes and a colleague here at UQ, where I talk about responses to Greta Thunberg's activism, right? So, again, unpacking this Greta generation, this generation that I'm calling the Greta generation, we see new forms of activism becoming mainstream, becoming louder and louder across the globe. So, an example here is the flight shaming movement, the movement where people are made to feel a certain level of shame for choosing to fly as opposed for example to choosing to take the train.

The Greta generation is known for the FridaysForFuture climate strike, which they hold

on Fridays outside of COVID anyway, right. And all of these are symptomatic of the rising eco anxiety among young people. So, I think this is a very interesting trend that will again continue to shape the future of sustainability in tourism and beyond, these new movements that young people are pioneering.



Now coming to the subject of de-growth which Professor Sharpley has discussed. I have to say this one leaves me a little bit unsure. So, my question is, are young people receptive to this because they are after all, the future. If this is going to work, if this idea is going to be accepted and embraced, the young people would have to be the ones who must be most enthusiastic about it. Unfortunately, I have to say, in my observation and I've done a little study with some of my students to try and see where their mindset is, they belong to this generation Z.

And what I have found is that they are not particularly keen on this. They are willing to make tiny little adjustments to their everyday life where they do not feel a sense of inconvenience associated with that adjustment. But they are not willing to make big personal sacrifices, such as traveling less, such as giving up the idea of traveling to some far, far away destination. So, this makes me slightly unsure about this concept of de-growth because I do not see the buy in from the younger generations. So, the question is then asked, our young people just they just virtue signallers. You might say, that's an unfair question. But I think it's a fair question.

On one hand the enthusiasm to guarantee those sustainable futures and to say to the older generations, you need to do better, you have failed us. But then when the question is given to them, are you willing to make big adjustments to your consumption, including your consumption of tourism, including your flying behavior, what I do sense is some reluctance. So, this is a contradiction of thoughts that I am still trying to process.

What I have found is an interesting trend in reflecting on this generation is that if I were to describe them and here I am using Steffen's model of green environmentalism. So, Steffen comes up with these three categories, what he describes as dark green environmentalism, light green environmentalism and bright green environmentalism. In the interest of time, I'll just talk about bright green. So, bright green environmentalism is the type of environmentalism where people believe that technology is going to be our savior. They have this optimism that we'll have in future technologies that allow us to have our cake and eat it too. So, these are technologies that, for instance, will cut down carbon emissions so that we do not have to give up travel.

We can still travel as much as we like. But we'll just have a much better plane that doesn't pollute, for example, to use an extreme example. But these are people who see technology as holding the answer. So, they are just waiting. It's a waiting game until we have those technologies that allow us to continue with the consumption that we have, the levels of consumption that we have while not damaging the planet. Whether that is a fantasy, I think that's a question for another day. But this is where I see a lot of young people sort of gravitating towards this belief that technology can reconcile these seemingly conflicting sort of choices and priorities.

So, here again, I refer you to a work that I

wrote with an associate professor Karen Hughes, where we discussed feelings of eco-guilt and eco-shame in tourism consumption contexts. What is it that causes people to feel levels of shame, levels of guilt and how does that impact their behavior, for instance, their behavior in air travel, right? So, these are some of the themes that I have identified in some of my recent work. And these I think capture some of the questions and probably some of the uncomfortable contradictions that we have to contend with as we consider the next 20 years.

So, the last 20 years have not exactly delivered, I think Professor Sharpley has painted that very clearly, they've not delivered what everybody was hoping, maybe unsurprisingly. But now looking forward, we have yet more complex questions. And so, yeah, my fascination is with this Generation Z, who are so eager to reset the agenda and yet the answers are not quite simple. So, thank you. I'll stop there.

<Part II > Panel Discussion

Cheer:

Thank you very much Mucha. Everyone participating give her a silent clap in your own living rooms there. Thanks, again. We're having a few questions come through and we've also had questions sent prior to the webinar. So, if we can't get through all of the questions, we apologize in advance. The answers however, will be found in both Professor Sharpley and Dr. Mkono's work, if you refer to the readings that have been quoted. Okay, the first question I think we'll pose to you Mucha. It's from Judith, who's a PhD student at the University of Brighton in the UK. Thanks for joining us Judith. Judith says Mucha - I'm interested to hear your views on travel shaming, example, flight shaming or eco shaming. Could travel shaming be used as a form of nudging to

decrease tourist activity and drive the de-growth agenda forward. How could this be done?

Mkono:

Judith, you have asked a very difficult question. So, can flight shaming be used to nudge people into acting more sustainably? This question actually resonates with that study that I did with Professor Karen Hughes where we talk about these feelings of shame and feelings of guilt. And what I found really interesting is that certain cultures seem more prone to shame than others, right?

So, certain cultures are much more likely to express a sense of shame about eating a certain way, whereas other cultures not so much. However, what we did find is that even where there is shame, even where there is shame, this does not necessarily translate into somebody either expressing a desire to change their behavior or changing their behavior at all. It seems to me that what we are able to feel is not necessarily a driver of how we will act.

I don't know that shaming people is an effective way of inducing better behavior. If anything, I suspect that people, when you shame people, there is a part of us that rebels, there is a part of us that says, "How dare you stop me? Who do you think you are?" So shame, I don't see as an effective tool. If I were to just go by my intuition, I would say, it's probably introspection and a sense of personal conviction that is more powerful. If it's coming from someone else, they are hypocrite. How dare you point fingers at me? So, I have to say Judith, I don't have quite an exact answer for you. But I doubt very much that shame is a useful tool for that.

Cheer:

Thank you, Mucha. Probably some good advice for those who are parents of little kids, right? So, the next question goes for you, Richard. It's

from Maximilian Shatner. And he asks a very important question that's pertinent in COVID-19 times, right? He says, would de-growth necessarily mean for developed western societies to abstain from the benefits and pleasures of tourism in order to not jeopardize the legitimate growth and participation options of developing societies?

Sharpley:

The quick answer to that is, yes. The biggest challenge facing the world, I believe, is inequality and that's very much in terms of development, and in terms of access to particular activities, such as tourism. And I generally believe that there is a need to rebalance overall participation in tourism and the benefits from tourism to benefit the less developed parts of the world, those countries which still require tourism and tourists for the benefits they bring. Those of us in the more privileged parts of the world, particularly, North America, Europe and to a greater extent, Southeast Asia now, can perhaps afford as nations and as economies to have a reduced level of tourism relative to the overall economy.

So, what I'm saying is that there is the opportunity, I believe, just to rebalance tourism on a global basis. But the big question then is how you would do that in terms of global agreements, which even in terms of global warming are not particularly close. But when we look at the global environment as a whole, the global ecosystem and its finite resources, for the world to move towards a more equitable basis in terms of development ideally or idealistically that there is a need for the more wealthy countries and more developed countries to slow down and to consume less including in tourism to enable less developed countries to catch up. But it's not a matter of developed countries catching up with the West where we are now as we continue to develop. It's a moving together in the middle. So, I hope that answers the question. It's idealistic, I

know. Nobody including myself wants to give up anything in terms of what we enjoy in terms of material benefits, material income, et cetera. But without significant technological change, I think that will have to happen.

Cheer:

Okay, thank you, Richard. Mucha, did you want to comment on that question?

Mkono:

Maybe a little bit later, I'm still processing.

Cheer:

Okay, the next question is from Marina. I'm hoping to pronounce your name correctly, Marina, Marina Subaru. She says, I have a question for Mucha. What are the indicators that young people are not willing to buy or consume less? She says that if you look at study, several global value studies, it's clear that since the 2000s that there is been a global moral transition towards prioritizing environment over wealth and financial growth. So, the leading question was, can you comment on what indicators there are that show that young people are not willing to buy or consume less?

Mkono:

I think what we don't have in terms of evidence, Marina, is studies of a scale that will allow us to make generalizations that are also valid. What we tend to have is very small scale, very context specific studies. But if I went and did a study somewhere in Southeast Asia, I might come up with a particular impression. If I did a little study as I have done with some of my students, I might come up with a particular impression. And then if I did a study in the UK, for example, these cohorts are very different, culturally they're very different, the socialization that they are getting is very different and the discourse in the communities where they are living also varies. And certainly if you went to Africa, you might find very, very different perspectives from young

people there, right, who might not necessarily identify with any of the things that I've been talking about, right?

So, we make generalization because we have to sometimes. So, I'm sure you will find studies that will indicate that young people are indeed willing to make, you know to consume less. But then I would question what the context of that study is. I'd be interested to see what the specific characteristics of that sample look like, right? So, I think here perhaps maybe your question really is a question to us about making maybe some of these grand statements and that's probably what I did, I did make a grand statement. But perhaps what I'm trying to allude to is that maybe the pace at which we are willing to accept change, especially change that costs us something is not quite at the same rate as the pace at which we are enthusiastic to embrace these ideas, right? So, there is a gap there between our behavior and what we believe. And I guess this is the million-dollar question, how do we get those two things to get closer to each other. So, maybe I should say thank you, Marina, because I think that's an important question.

Cheer:

Thank you, Mucha. Richard, go ahead.



Sharpley:

Can I just briefly add to that? Like Mucha, one of my students did a survey of some of Generation Z students at my university, looking at this very question about the meaning of tourism to them.

And what was perhaps unsurprising but a little shocking is that, almost without exception, they all said the only thing that is stopping them from traveling as much as they could are financial concerns. If they had the money they will travel, travel and travel.

Mkono:

Absolutely.

Sharpley:

Which kind of suggests Generation Z aren't going to be consuming much less than the boomers and Generation X and Y. Then we have a huge challenge actually.

Cheer:

Thank you, Richard. I can hear all the Generation Z is participating, yelling at their computer saying that's not true, Richard. Anyway, [crosstalk], the point that you both make is that there are contradictions and a whole lot of complexity behind all of these questions, right. So, the next question is a really important one because while we're all talking about tourism, at the moment, global tourism is more or less come to a grinding halt, right? So, this question is from La Trobe University in Australia. How do we ensure that tourism as an industry emerges as more socially inclusive and environmentally sustainable once commercial travel resumed after this pandemic because presumably, tourism will continue perhaps after a vaccine is discovered. Maybe it will be business as usual. So, the question then is how can we ensure that tourism emerges as more socially inclusive and more environmentally sustainable?

Sharpley:

You'll want me to answer that. I'll have a first go at it.

Cheer:

Yes.

Sharpley:

And I've said, once a vaccine is produced, which I very much hope it will be, all the indications will be that business will return to normal in tourism. There was a long discussion on Trinet about the new world of tourism post COVID. I remain quite cynical about a lot of that and certainly the response in Europe in the summer demonstrated that actually it's back to business as usual.

The growth in tourism until this year has been quite remarkable. But the question is, actually the question that we've been addressing for the last 30 years through sustainable tourism, is how to developing tourism, so it's more socially inclusive in terms of community tourism and in terms of its developmental contribution and everything else.

And sustainable tourism has also been about making tourism more environmentally sound and we haven't got there. After 30 years, we really haven't got there and that's my main point. Despite all the policies, all the processes, all the global organizations promoting sustainable tourism development, it's not happened. So, the answer to the question is that history says we can't get there. So, we have to do something much more radical both in terms of tourism and consumption more generally, which is to reassess how we live our lives, what is important to us in terms of consumption, in terms of what we have.

Tourism is one of many forms of our contemporary consumption and I fear the only way we're going to achieve that, and we've had this conversation, Joseph, in the past, is through regulation. It happened with plastic bags in the UK. It happens with all sorts of things and that is unfortunately I think the only way forward which is a very negative response I know. But I fear the most realistic one.

Cheer:

Okay. We have a lot of questions coming through, but just an extension to your response Richard and this is a message for Mucha, particularly with your work around trophy hunting and behavior change because what we're all saying is that the things to change, we need to change our behavior. Professor Sharpley talks about reducing consumption, which is essentially behavior change. So, when it comes to trophy hunting and behavior change, for most of us sitting back looking at these pictures of hunters and their trophies, it becomes quite apparent to us that for some people that these kinds of activities are not appalling as most of us think. How do we change it when it comes to trophy hunting? How has behavior changed in that regard Mucha?

Mkono:

Again, this takes us back to that idea that I talked about earlier about polarities and they seem to be exacerbated by the social media culture that we have. So, I can tell you now. I just completed this project in February. I was so burnt out not because it was a lot of work, but because I found myself in the middle of this thing with one camp here and one camp here and nobody in the middle. So unfortunately, people are so committed to their church and I use that metaphorically, of course. People are so committed to the doctrine that they are worshipping of their church.

So, if they are hunters, they will die hunters and proudly so and then if they're never hunters, likewise. So unfortunately, with certain issues in hunting, trophy hunting specifically is probably the best example of this phenomenon, this quite negative phenomenon that you've got these extremes, right, and people are just committed. So, in terms of behavioral change, Joseph, there is none. And perhaps, that's why only regulation, legislation makes a difference.

For instance, you cannot stop a hunter who

loves hunting, going to hunt at a destination that has legal hunting. But if you're in Australia, what you can do is you can deter the hunter by making it difficult or making it impossible for them to bring the trophy back home, right? So yeah, when everything fails, regulation, legislation, you know. But then you force it on somebody, but in terms of voluntary behavioral change and in here I include myself, that's a hard ask, right? That's a hard ask because it requires, in my view, cultural shifts that happen very slowly and very painfully, but very, very slowly.

Cheer:

Okay. Thank you, Mucha. Really, the polarization is no different to an academic conference to some degree, right? We have our ideas and we argue about it. Okay, the next question comes from Dominic Lapointe in Quebec. Hello, Dominic. Dominic's question is - I would like to know how you consider social justice and de-growth knowing that de-growth of tourism will mean restructuring tourism dependent economies?

Sharpley:

Gosh, that's a huge question which I don't think can be really answered in probably the one or two minutes we've got left. De-growing tourism, particularly for tourism-dependent economies will be a huge issue and I'm not sure entirely in what context the concept of social justice is being applied here. But my view in terms of social justice is that we should allowing or developing tourism to the extent that those economies dependent on tourism can remain dependent upon tourism or that dependency is recognized. I think it comes back to this idea of rebalancing tourism. I am not sure I fully understand the question itself. But we need to maintain forms of tourism in tourism dependent countries, which perhaps move to a more inclusive, less traditional mass kind of tourism. So, there is more community focus within that at the same time as trying to

maintain the level of tourism that those countries depend on. I don't think that answers the question at all, actually, Joseph. But I hope that goes some way to stimulating some thought.

Cheer:

There's a whole PhD topic in that Richard.

Sharpley:

Yes.

Cheer:

Mucha, did you want to comment on that, social justice and de-growth?

Mkono:

Absolutely. So, I think one thing we have to keep reminding ourselves is that perhaps the way we are framing these themes that we're discussing tonight, we're probably taking a particular bias and I think it's very clearly a western bias. This idea of de-growth I am yet to come across it in, let's say from an African perspective, I think it would sound so foreign, it may be even ridiculous to African countries, for example, that really, really desperately want dollars from tourism and which, you know countries just focused on growth because they need it, right, because it's important to the economies etcetera. They really don't have very many alternatives. So, in terms of social justice, I can't think of anything more fundamental in sort of understanding their perspective, than recognizing that a lot of these ideas will not translate enough in Africa or other parts of the world and will certainly not be received with enthusiasm.

I think this is very relevant to point out and that is part of the pursuit of social justice in terms of they need the money and a lot of their communities, community based tourism and things like that, pro-poor tourism, that's part of social justice. So, at some level de-growth is not necessarily compatible, at least in some context.

I think tonight if I were to emphasize something, it's that context matters.

Cheer:

Yeah. It's also something that you've touched on Richard, where you talk about the global north reducing their consumption and in some way redistributing resources across from the global north to global south, right?

Sharpley:

Yes.

Cheer:

But actually that's – okay.

Sharpley:

It's a huge ask and it's basically they are asking a third of the world's population to completely reassess how we live our lives. But it relates to sort of broader re-conceptualizations of what we understand it to be developed and to live fulfilled, satisfied lives and still in the north, for most people, a successful life is a rich life in the narrow sense of the word life. Whereas increasingly, development studies show the understanding of development is moving towards the idea that actually well-being, a sense of achievement, sense of satisfaction is inevitably much more than wealth.

And research also shows that with increasing wealth you may get economic growth, but you actually get social recession. In other words, in many developed countries where there is rapid economic growth tends to be accompanied by increasing inequality. Most western countries apart from Scandinavia and actually Japan, which are relatively equal in terms of income across society, are experiencing this. There's no coincidence that in Scandinavia and in Japan, as I understand it, which are more equal in terms of income, that they are, however you define it, happier societies. They tend to suffer less or fewer

problems than we do in more unequal societies and the issues that are occurring in America and occurring in this country in terms of a whole range of social issues have been directly linked to the inequality that is an outcome of excessive or high growth rate.

So, if we can move to an understanding where actually progress and success and happiness can be based on a whole range of other things, such as community commitment, living a fulfilled life, being part of society. To me it's much more important to live, if that is part of reducing our consumption including through tourism. Colleagues of ours have done research which shows that if you have three holidays a year, you're no more happy than having one holiday a year. I don't know, it is a simple thing. But those additional holidays don't make you any happier. We're just collecting stamps in our passports and so it's all part of this broader argument that if we're going to live a sustainable life – and that's what sustainability is all about, nothing more nothing less – then ensuring that the human race can survive on this beautiful planet of ours, then we need to consume less.

Cheer:

Thank you, Richard.

Sharpley:

Sorry, that was a rant.

Cheer:

No problems. I guess it's a very big question that deserves a much longer answer, but we don't have the luxury of time. I've just look at the chat and 27 new messages, presumably 27 new questions have come up. I'm sorry we won't be able to go through all of the questions. But I'll try and jump to some of the very brief questions and paraphrase them so that they can be responded to relatively quickly Richard and Mucha. Professor Carolin Funck from Hiroshima University.

Hello, Carolin, thanks for posting your question. Carolin asks a question about, essentially about the democratization of travel. If we're talking about de-growing travel, to what extent do we only make travel especially, I think she refers to international travel, available only to those who can afford to pay for it?

Sharpley:

Hello, Carolin, nice to hear from you. Thus it ever was, is the answer. Tourism always was an elitist activity, and it still is in global terms international travel. And it's going to become even more so without the kind of things we're talking about. Air travel is going to be, post COVID, much more expensive. There's no doubt that the days of cheap air travel are gone. So, travel will become elitist again, particularly international travel.

Cheer:

A question for both of you in relation to community based tourism, something that's often linked to sustainable tourism and promoted as the as the panacea to all the negativities that come from tourism. How can community based tourism more linked to sustainable tourism? Can it?

Sharpley:

I'll let Mucha answer that.

Mkono:

That's a difficult one. Look, speaking from my observations in my country of birth, which is Zimbabwe, there were high hopes for community based tourism. Zimbabwe is probably a worst case scenario, but it's still an example. There were high hopes for community based tourism as a way of advancing livelihoods in rural, very impoverished communities. But again like sustainable tourism development it has not delivered. And what you see is people are poorer or just as poor as they have always been even after 30, 40, 50 years of having tourism in their community.

And I have to say, for me, that is my sore spot. That's where I really feel that we should do better. Who is responsible for the lack of progress? I mean, that's the question we have to leave for another day. But if we were to direct our energy some way that would be a worthwhile project, to really try and see how we can better the lives of people who really need it and then we can talk about other sort of more elite questions, sort of our first world problems later. But there, there is actual need, urgent issues. Maybe we ask too much of tourism, maybe that's what we do. Maybe we expect too much from tourism. And I have to say, Joseph, if I can just add this quickly before shutting up? I really think that we are sort of too optimistic about what the coronavirus, the pandemic is going to do for tourism. I've seen a lot of people saying, how it's going to kind of shift all of these things.

My prediction is that, if anything, there will be a compensation effect where people, you know what, when you've been on a diet and you couldn't eat carbs and then you get carbs, what are you going to do? You're going to have a whole loaf of bread. And for me, that is what I see happening after this because everyone I talked to is like, oh my god, when those borders open, I will go somewhere. I don't know where I just go somewhere, right? So, I don't know. So, I guess I'm thinking, yeah, coronavirus is not a solution to anything.

Cheer:

I think you'd be looking at my notes because that was the final question I was going to ask both of you before we closed off was, what has COVID-19 taught us about sustainable tourism? Richard?

Sharpley:

Well, I completely agree with Mucha. I think I sort of alluded to it earlier actually that what coronavirus has shown us is the alarming

dependency on tourism around the world in terms of employment and income. Whether you're looking at the UK, which has suffered tremendously, or globally, tourism is ingrained in the global economy. But again, Mucha was, in my view, entirely correct to say that there is this kind of pent-up demand and we have seen this already in Europe. As soon as those from Northern Europe were able to suddenly go and travel to Spain and Portugal, everybody did it.

And then, the problem in the UK was that the government then changed the rules and people found themselves stranded and having to come back to go to quarantine. There is huge pent-up demand, everybody wants to go away. And of course, in all the destinations there is a huge pent-up demand for tourists to come with their dollars and their pounds. So, in my view, the only thing which is probably one of the positives in a way to come out of coronavirus is that it is going to actually lead to in the longer term a rebalancing or certainly a rationalization of international transport, particularly airlines. All the evidence suggests that most airlines will be reducing capacity, raising costs in the longer term, obviously not in the short term when they're trying to rebuild balance sheet. But the consensus amongst the airline sector is that prices will raise quite considerably over the next 4 to 5 years, maybe 50% north of where they are now.

In real terms, compared to 20 years ago that's still cheap, certainly compared to what I used to pay for international travel 20 years ago. But it will dampen demand, no doubt. And from a privilege perspective, I would say that's a good thing because it will begin to nudge towards slower growth, if not steady state or de-growth. So, I think that the thing that's going to come out of coronavirus is probably a leaner more effective industry. And then subject to regulation in the future, which will have to come in terms of aviation fuel and everything else, with duties

on that, I believe we will move towards a more steady state if not de-growth in airline travel.

Cheer:

Okay. We've always said our welcome. So, thank you Richard and Mucha. You've just answered the final question to many of the researchers or many of the students who are watching today, the answers to their assignment question. So, thank you for that. So, before we officially close, I'd like to express a very big thank you to both of you for taking the time to share perspectives. Can I encourage those who are watching, if we haven't had had time to go through your questions or in enough detail, please have a look at the work of both Professor Sharpley and Dr. Mkono and you will find that that will answer some of your questions.

Reference

(Richard Sharpley)

Sharpley, R. (2000) Tourism and sustainable development: exploring the theoretical divide, *Journal of Sustainable Tourism* 8(1): 1-19.

Tourism: From sustainable tourism development to de-growth?

Richard Sharpley



CTR Webinar: 16 September 2020

1

From sustainable tourism development to de-growth

1990:

- International arrivals: 439.5 mn
- No internet / smart technology
- Limited range of products / experiences
- No low-cost carriers
- Most holidays / flights bought through high street travel agents
- Needed cash / travellers' cheques.... etc.

But: Academic focus on 'impacts' of tourism: advent of sustainable tourism development

2

From sustainable tourism development to de-growth

Sustainable Tourism Development – Concerns:

- Ambiguity / maleability: 'a chameleon-like capacity... to mean all things all people' (Adelman, 2017: 7)
- Delusional: focusing on an unachievable objective
- Lack of 'fit' between tourism as an economic sector and the parental paradigm of sustainable development
- Parochial, tourism-centric interpretation
- Destinational focus: missing the wider picture
- Micro solution to macro problem
- Divide between theory (academia) and practice

3

From sustainable tourism development to de-growth

Sustainable Tourism Development:

- Hence:
-although it is incumbent on all stakeholders to seek or encourage more sustainable forms of tourism, this should be done 'without hiding behind the politically acceptable yet ... inappropriate banner of sustainable development' (Sharpley, 2000:15).

4

From sustainable tourism development to de-growth

Since 2000 ...

- continuing growth in international tourism (2019: 1.5 billion)
- continuing emergence of new destinations; one half of all nations receive at least 1 million tourists (30 more than 10 mn)
- emergence of new markets
- growth underpinned by liberalisation, cheaper transport costs and the logic of the market
- increasing dependence on tourism as an agent of economic development
- limited evidence of adoption of 'responsible' tourist behaviour
- Increasing (pre-Covid19) evidence of 'overtourism'

5

From sustainable tourism development to de-growth

Also since 2000 ...

Climate change / global warming

6

From sustainable tourism development to de-growth

The fundamental problem...

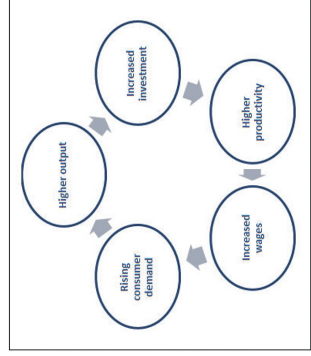
... a continuing focus on growth

- Economic growth (typically measured in GDP / per capita GDP) continues to underpin development policies (including SDGs); implies that economic growth is commensurate with development and 'progress'
- Widely reflected in growth-oriented tourism policies (UNWTO 'celebrates' continuing growth in arrivals; many national policies focus on growth within an increasingly competitive global market). Excessive (profit-driven) production and excessive consumption; 'obesity of experience'

7

From sustainable tourism development to de-growth

The economic growth model...



Dependent on:

- Innovation
- Growth in demand
- Belief in 'wealth = happiness'
- Liberal / market-led economy
- Infinite supply of resources or absolute decoupling of resources from production

8

From sustainable tourism development to de-growth

The problem with growth:

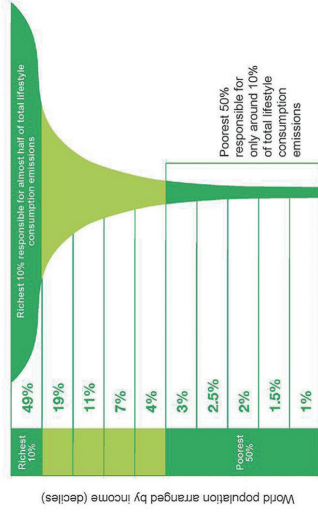
Environmentally unsustainable: over-production & overconsumption

Globally, there is a need to reduce the rate of growth of consumption (particularly in wealthier societies) to address climate change – balanced, steady-state?

9

From sustainable tourism development to de-growth

Percentage of CO₂ emissions by world population



10

From sustainable tourism development to de-growth

The problem with growth:

Environmentally unsustainable: over-production & overconsumption

Globally, there is a need to reduce the rate of growth of consumption (particularly in wealthier societies) to address climate change

Whilst fundamental to development, it exacerbates inequalities and other social problems

Narrow interpretation of progress and development: detracts from well-being, meaningful existence and 'prosperity'

11

From sustainable tourism development to de-growth

The solution: de-growth?

De-growth:

A reduction in both production and consumption (reducing demands on the ecosystem's sink and source functions) on a global scale along with a fundamental shift in society's understanding of the relationship between consumption, wealth and well-being.

12

From sustainable tourism development to de-growth

De-growth in tourism?

On a global basis, seek to reduce tourism's carbon footprint, primarily through zero- or de-growth in and redistribution of fossil-fuel based travel (notably air travel), taking into account technological innovation in transport / fuel technology:

But:

- Voluntary adoption of sustainable consumption / lifestyles?
- Potential for global agreements / regulations?
- Need to balance global de-growth with local/national development through tourism

2

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Where to? The next 20 years

- Looking to young people, especially Gen Z (>1995)
- Young people taking matters into their own hands
- Fascinated by the 'Greta Thunberg' generation
- Environmentalism/ Environmental activism
- Trinet debates

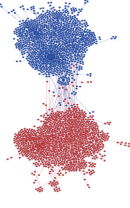



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1. Polarities of social media

- The 'tribalism' of social media
- Partisanship/polarisation
- Not conducive to healthy debate
- The 'villains' and the 'hypocrites'



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Sustainable tourism: Challenges for the next generation

Very few answers, lots of questions!




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2. Generational wars

- "How dare you?"
- Greta Thunberg at UN Summit
- Vs the 'Boomers'
- How do we bridge the generational divide?



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3. The 'Greta generation'

- New forms of Gen Z activism
- #Flight shaming movement (#Flygskam)
 - #Fridays For Future/ School Strike for Climate
 - Rising 'eco-anxiety' among young people



See Mckno, M. (2020). Eco-anxiety and the high-stakes environment: implications for students. *Journal of Business Ethics*.

Permission 104 (2024)

5

4. Are young people receptive to degrowth?

- Are young people willing to buy less, consume less?
- Preliminary indications are that they are NOT.
- So, are young people just 'virtue signalers'?



Permission 104 (2024)

6

5. Young people: Hope in new technology

- Most (young) people are 'bright green environmentalists'
- Pilot study with students: Unwilling to make significant personal sacrifices
- Future research to explore this further

WHAT TYPE OF GREEN ARE YOU?	Acc. You?
Dark	Light
<ul style="list-style-type: none"> • Don't care about the environment • Don't care about climate change • Don't care about sustainability • Don't care about green products • Don't care about green companies • Don't care about green jobs • Don't care about green living • Don't care about green education • Don't care about green research • Don't care about green innovation • Don't care about green technology • Don't care about green business • Don't care about green industry • Don't care about green economy • Don't care about green society • Don't care about green culture • Don't care about green values • Don't care about green beliefs • Don't care about green attitudes • Don't care about green behaviors • Don't care about green actions • Don't care about green impacts • Don't care about green consequences • Don't care about green responsibilities • Don't care about green obligations • Don't care about green duties • Don't care about green rights • Don't care about green freedoms • Don't care about green interests • Don't care about green preferences • Don't care about green choices • Don't care about green options • Don't care about green alternatives • Don't care about green possibilities • Don't care about green potentials • Don't care about green prospects • Don't care about green futures • Don't care about green hopes • Don't care about green dreams • Don't care about green aspirations • Don't care about green ambitions • Don't care about green goals • Don't care about green objectives • Don't care about green purposes • Don't care about green missions • Don't care about green visions • Don't care about green inspirations • Don't care about green motivations • Don't care about green determinations • Don't care about green resolutions • Don't care about green commitments • Don't care about green promises • Don't care about green assurances • Don't care about green guarantees • Don't care about green warranties • Don't care about green indemnities • Don't care about green liabilities • Don't care about green obligations • Don't care about green responsibilities • Don't care about green duties • Don't care about green rights • Don't care about green freedoms • Don't care about green interests • Don't care about green preferences • Don't care about green choices • Don't care about green options • Don't care about green alternatives • Don't care about green possibilities • Don't care about green potentials • Don't care about green prospects • Don't care about green futures • Don't care about green hopes • Don't care about green dreams • Don't care about green aspirations • Don't care about green ambitions • Don't care about green goals • Don't care about green objectives • Don't care about green purposes • Don't care about green missions • Don't care about green visions • Don't care about green inspirations • Don't care about green motivations • Don't care about green determinations • Don't care about green resolutions • Don't care about green commitments • Don't care about green promises • Don't care about green assurances • Don't care about green guarantees • Don't care about green warranties • Don't care about green indemnities • Don't care about green liabilities 	<ul style="list-style-type: none"> • Care about the environment • Care about climate change • Care about sustainability • Care about green products • Care about green companies • Care about green jobs • Care about green living • Care about green education • Care about green research • Care about green innovation • Care about green business • Care about green industry • Care about green economy • Care about green society • Care about green culture • Care about green values • Care about green beliefs • Care about green attitudes • Care about green behaviors • Care about green actions • Care about green impacts • Care about green consequences • Care about green responsibilities • Care about green obligations • Care about green duties • Care about green rights • Care about green freedoms • Care about green interests • Care about green preferences • Care about green choices • Care about green options • Care about green alternatives • Care about green possibilities • Care about green potentials • Care about green prospects • Care about green futures • Care about green hopes • Care about green dreams • Care about green aspirations • Care about green ambitions • Care about green goals • Care about green objectives • Care about green purposes • Care about green missions • Care about green visions • Care about green inspirations • Care about green motivations • Care about green determinations • Care about green resolutions • Care about green commitments • Care about green promises • Care about green assurances • Care about green guarantees • Care about green warranties • Care about green indemnities • Care about green liabilities

See Mckno, M. & Hyslop, K. (2023). Eco-anxiety and green hope in business communication contexts: understanding the 'bright green' respondents. *Journal of Sustainability*, 20(8), 1220-1244.

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Thank you!
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