



Faculty of Adventure, Culinary Arts and Tourism

A. C. T. Faculty



Thompson Rivers University – BC Canada

TOPIC:
***Sustainability and Innovation in Adventure Tourism—
Perspectives from Canada***



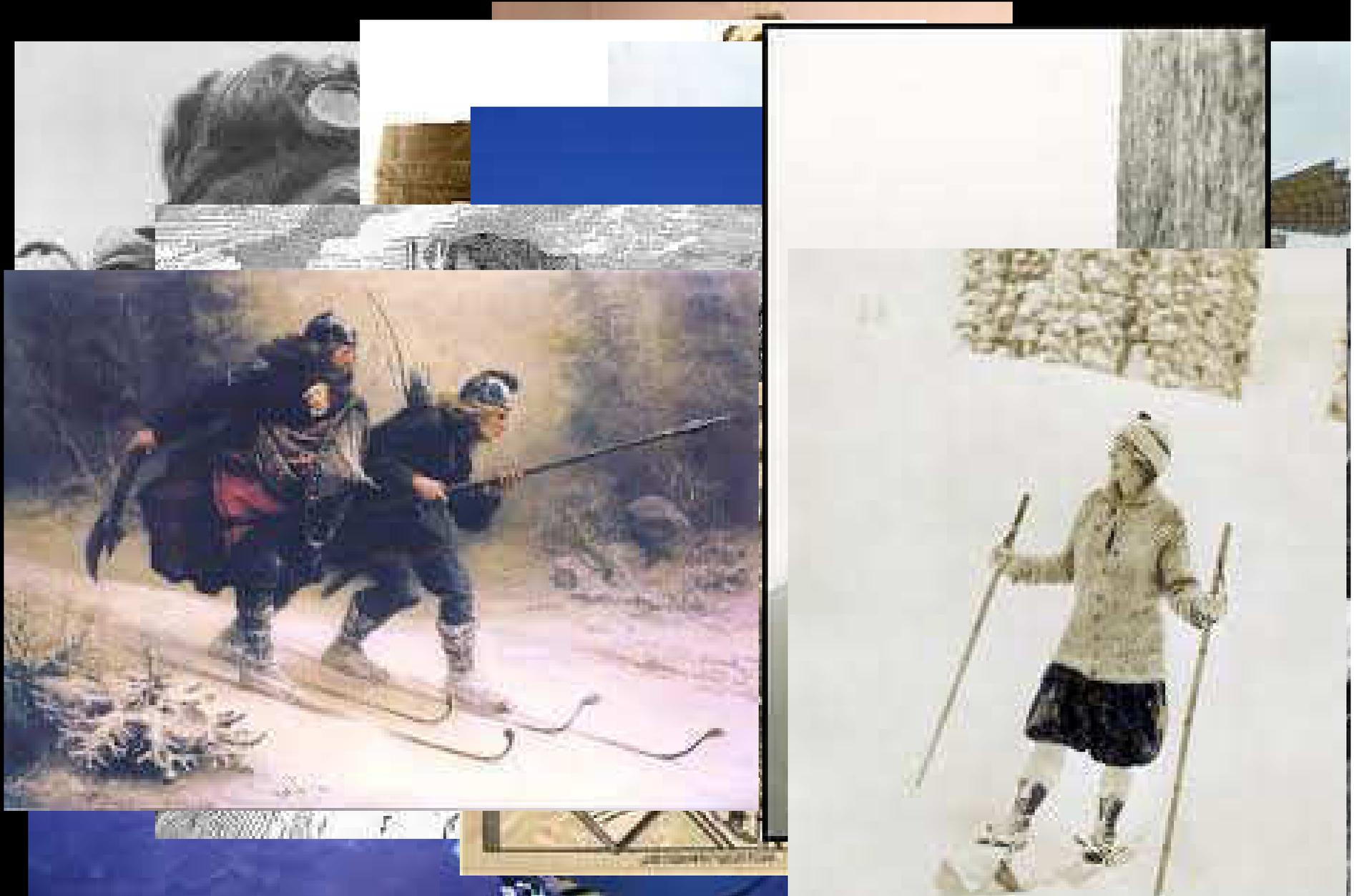
**2nd Conference for
Adventure Management -
Sustainability and
Innovation**

November 2013



**Harold Richins, Professor and Dean, Thompson Rivers
University**

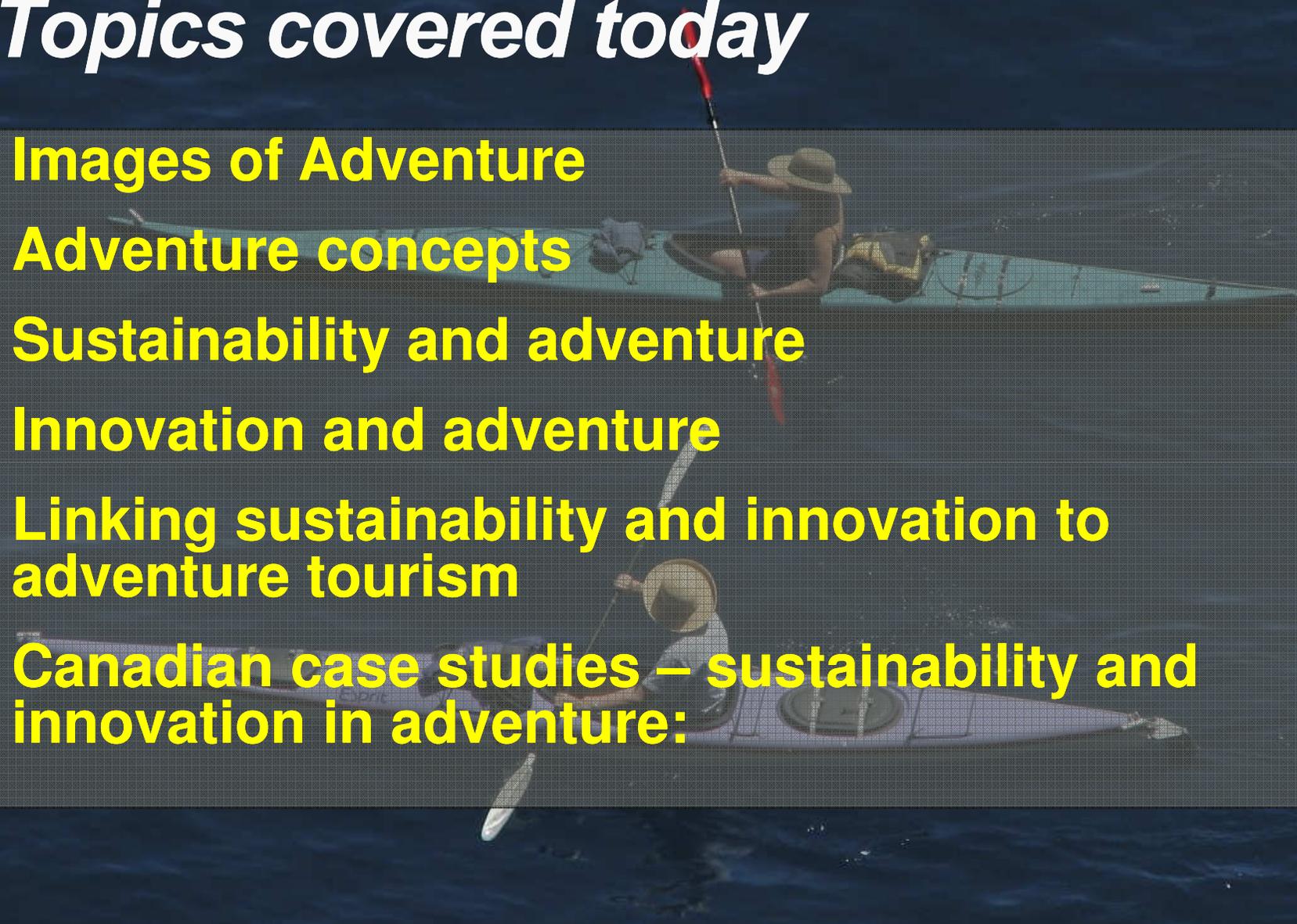
Pioneers of Adventure Innovation: Images of some



More Recent Adventure Innovation Images



Topics covered today

- **Images of Adventure**
 - **Adventure concepts**
 - **Sustainability and adventure**
 - **Innovation and adventure**
 - **Linking sustainability and innovation to adventure tourism**
 - **Canadian case studies – sustainability and innovation in adventure:**
- 
- A photograph of two kayakers on a blue lake. The kayaker in the foreground is wearing a light blue shirt and a wide-brimmed hat, paddling a white kayak. The kayaker in the background is wearing a dark shirt and a wide-brimmed hat, paddling a blue kayak. The water is a deep blue with some ripples.



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Sustainability and Innovation in Adventure Tourism:
Adventure Concepts



Conceptualization of adventure

- Adventure has often been discussed in terms of:
 - the level of **intensity**,
 - **duration**,
 - perception of **control**,
 - various **levels of risk** and **uncertainty**,
 - high levels of **activity** and **challenge**, and
 - a degree of **independence**

(referred to in the context of “soft” or “hard” adventure activities - Lipscombe, 1995).



Activities and settings typically associated with adventure tourism often include:

- **physical activity,**
- contact with **nature,**
- contact with **different cultures,** and
- **journeys** in terms of **different ways** in which people travel

(Swarbrooke, et al, 2003).

- a kind of **interaction with the natural world** that is not found in other tourism activities

(Orrin 2007).

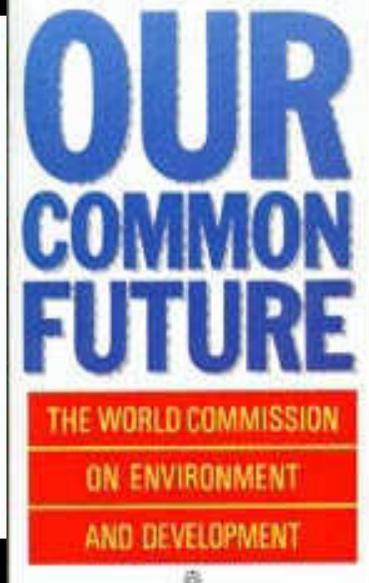


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Sustainability and Innovation in Adventure Tourism:
Sustainability and adventure



What is the Brundtland report?



The Brundtland report (1987) was the first time that sustainability was defined in a world forum.

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

– Brundtland report - World Commission on Environment and Development. Our Common Future, 1987.

Concepts of Sustainability

Sustainable actions

Actions are sustainable if:

- ◆ There **is a balance** between resources used and resources regenerated
- ◆ **Resources** are as **clean or cleaner** at end use as at beginning
- ◆ The **viability, integrity, and diversity of natural systems** are restored and maintained
- ◆ They **lead to** enhanced local and regional **self-reliance**
- ◆ They help create and maintain **community** and a **culture of place**
- ◆ Each generation preserves the **legacies of future generations**

– David McCloskey, Professor of Sociology, Seattle University

Sustainable Sustainable community development

Sustainable community development is the ability to make development choices which respect the relationship between the three "E's" - **Economy, Ecology, Equity**:

- ◆ **Economy** - Economic activity should serve the common good, be self-renewing, and build local assets and self-reliance.
- ◆ **Ecology** - Humans are part of nature, nature has limits, and communities are responsible for protecting and building natural assets.
- ◆ **Equity** - The opportunity for full participation in all activities, benefits, and decision-making of a society.

– Mountain Association for Community Economic Development, 1996

Historical events in sustainability

- 1800s and early 1900s - Awareness of environmental assets
- 1949 - Leopold's A Sand County Almanac
- 1962 - Rachel Carson publishes "Silent Spring"
- 1968 - The Club of Rome
- 1969 - Friends of the Earth
- 1971 - Greenpeace
- 1971 - International Institute for Environment and Development (IIED)
- 1972 - United Nations Conference on the Human Environment, Stockholm.
- 1972 - Club of Rome publishes "Limits to Growth" (Meadows et.al) report
- 1974 - Rowland and Molina release seminal work on CFCs in Nature magazine.
- 1979 - Lovelock's Gaia: A new look at life on Earth
- 1984 - Worldwatch Institute publishes its first State of the World Report.
- 1985 - Antarctic ozone hole
- 1987 - World Commission on Environment and Development

Historical events in sustainability, cont'd

- 1987 - Montreal Protocol
- 1988 - Inter-Governmental panel on Climate Change
- 1992 - Meadows, et al's Beyond the Limits, London: Earthscan.
- 1992 - United Nations Conference on Environment and Development (UNCED)
- 1994 - Law of the Sea
- 1997 - Kyoto Protocol
- 1997 - Earth Summit+5
- 2001 - Climate Summit, Bonn
- 2001 - IPCC Third Assessment Report (TAR), Climate Change
- 2002 - Earth Summit 2002, Johannesburg, South Africa. Rio+10
- 2007 - IPCC Third Assessment Report (TAR), Climate Change
- 2007 - Al Gore and the UN's Intergovernmental Panel on Climate Change won the 2007 Nobel Peace Prize
- 2009 - Inauguration of sustainably-focussed President of US
- 2012 - United Nations Conference on Sustainable Development Rio+20, Earth Summit 2012

Creating sustainable enterprise: Examples of principles

•The CERES Principles



- Coalition for Environmentally Responsible Economies (CERES) - 10 principles in areas of energy and waste minimization, risk reduction, developing and marketing safe products and services, transparency in disclosure, assessment and audit



•Business Charter for Sustainable Development

- International Chamber of Commerce - 16 principles in all areas of business practice

•International Standard Organization - ISO Standards



International
Organization for
Standardization

- Provides tools/guidelines necessary to implement goals of sustainable practice. This includes the family of standards ISO 14001, 14004 and 14031.



Creating sustainable enterprise, cont'd: Examples of principles

•The Natural Step

- Goes to root causes of environmental problems in providing an adaptable method with Four System Conditions for sustainability, dealing with: (1) extracted substances from earth, (2) produced substances, (3) natural system replenishment, (4) fair and efficient resource use

•Houston Principles

- Represents an alliance of seemingly disparate interest groups (labor and environmental movement) with a common objective (corporate accountability and social responsibility).
- Developed principles of understanding, beliefs and cooperative approaches to counter-balance abusive corporate power and its effects on working people, communities and the environment.

•Sustainable Investment Criteria

- Portfolio 21 - Company evaluation based on criteria of product/service impact, investments, leadership, environmental management, resource efficiency and liabilities

Prominent Sustainability Organizations

- 1% For The Planet
- Amazon Watch
- American Bird Conservancy
- American Rivers
- Association of Environmental Professionals
- Climate Ark
- Climate Institute
- Co-Op America
- Conservation International
- Council on Environmental Quality
- David Suzuki Foundation
- Earth Day Network
- Earth Liberation Front
- Earth System Governance Project
- EarthFirst!
- EarthVision
- Earthwatch Institute
- Environmental Concern, Inc.
- Environmental Defense Fund
- Forest Stewardship Council
- Friends of the Earth
- Global Environment Facility
- Greenpeace International
- Heal the Bay
- Intergovernmental Panel on Climate Change
- National Audubon Society
- National Council for Science and the Environment
- National Geographic Society
- National Oceanic and Atmospheric Administration
- National Wildlife Federation
- Natural Resources Defense Council
- Ocean Planet
- Office of Wetlands, Oceans, & Watersheds
- OneWorld
- Rainforest Action Network
- Save Our Environment
- Scorecard
- Sierra Club
- Surfrider Association
- Sustainable Communities Network
- The Cousteau Society
- The Earth Charter Initiative
- The Nature Conservancy
- The Ramsar Convention on Wetlands
- The Scientific Alliance
- The Wilderness Society
- United Nations Environ.Programme
- United States Environmental Protection Agency
- Urban Land Institute
- Wildlife Conservation Society
- World Business Council for Sustainable Development
- World Nature Organization
- World Watch Institute
- World Wide Fund for Nature (WWF)
- World Wide Fund International
- Worldwatch Institute

Sustainable **tourism development** means:

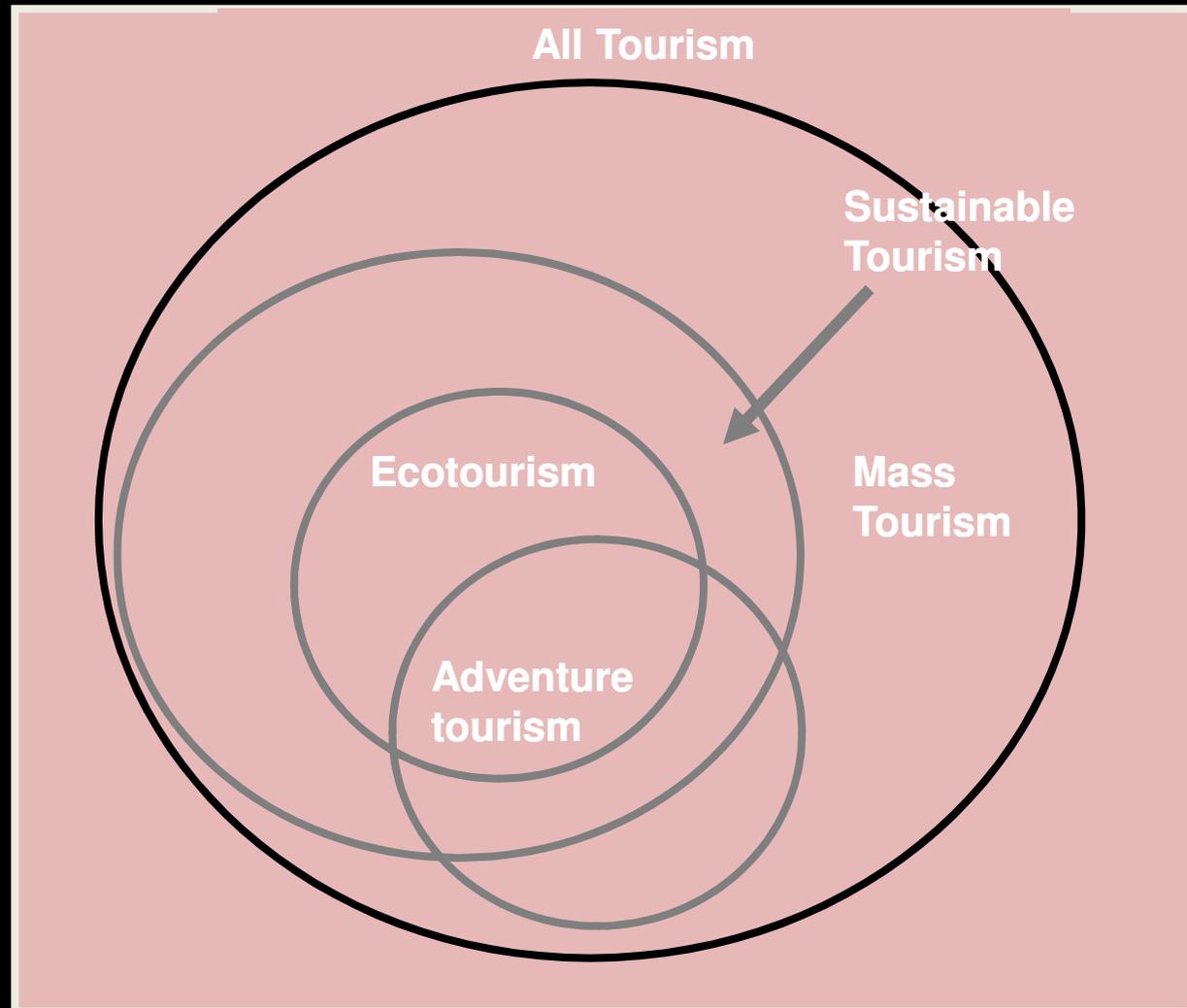
- Meeting the needs and wants of the **local host community** in terms of **improved living standards, sense-of-community and quality of life.**
- Satisfying the **demands of 'appropriate' visitors and the tourism industry,** and continuing to attract them in order to meet the first aim.
- **Safeguard the overall resource base** for tourism, encompassing environmental, economic, social/community and cultural assets in order to achieve both preceding aims

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Adapted from Hunter, 1995

Sustainable Tourism and Adventure Tourism

Relationship
between
Adventure
Tourism,
Ecotourism,
and
Sustainable
Tourism



Concepts of Sustainability, cont'd

Creating sustainable tourism enterprise: Examples of principles

•Green Globe 21

- Worldwide benchmarking and certification program which facilitates sustainable travel and tourism for consumers, companies and communities



•NEAP (Nature and Ecotourism Accreditation Program)

- Ecotourism Australia - Certification of eco-tourism products in tourism organizations
- Developed International Ecotourism Standard for Green Globe 21



•Qualmark

- New Zealand tourism's official mark of quality through a certification program





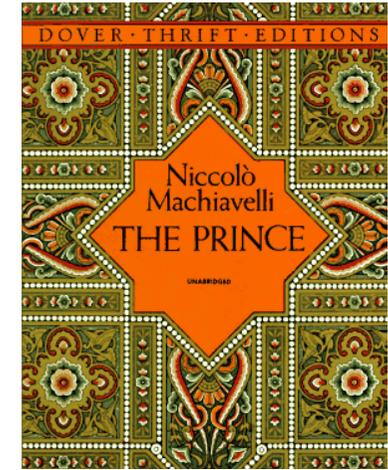
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Machiavelli: The Prince,
Chapter VI
1515 AD
...on Innovation

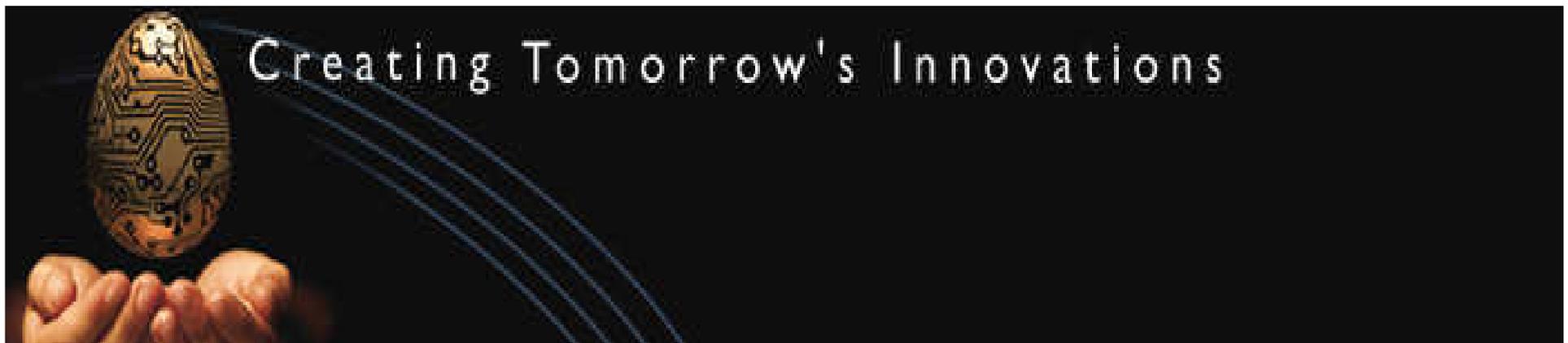


... there is **nothing more difficult...**, more perilous to conduct, or more uncertain in its success, **than to take the lead in the introduction of a new order of things.** Because **the innovator has for enemies all those who have done well under the old conditions,** and lukewarm defenders in those who may do well under the new. This coolness arises partly from fear of opponents who have the laws on their side, and partly from the incredulity of men [people], who do not readily believe in new things until they have had a long experience of them.

- 
- **Creativity** is typically used to refer to the act of *producing* new ideas, approaches or actions.
 - **Innovation** is the process of both *generating* and *applying* such creative ideas in some specific context.

Innovation

- The process by which entrepreneurs and intrapreneurs **convert opportunities into marketable and practical ideas.**
- More than just a good idea.



Incremental and Breakthrough Innovation



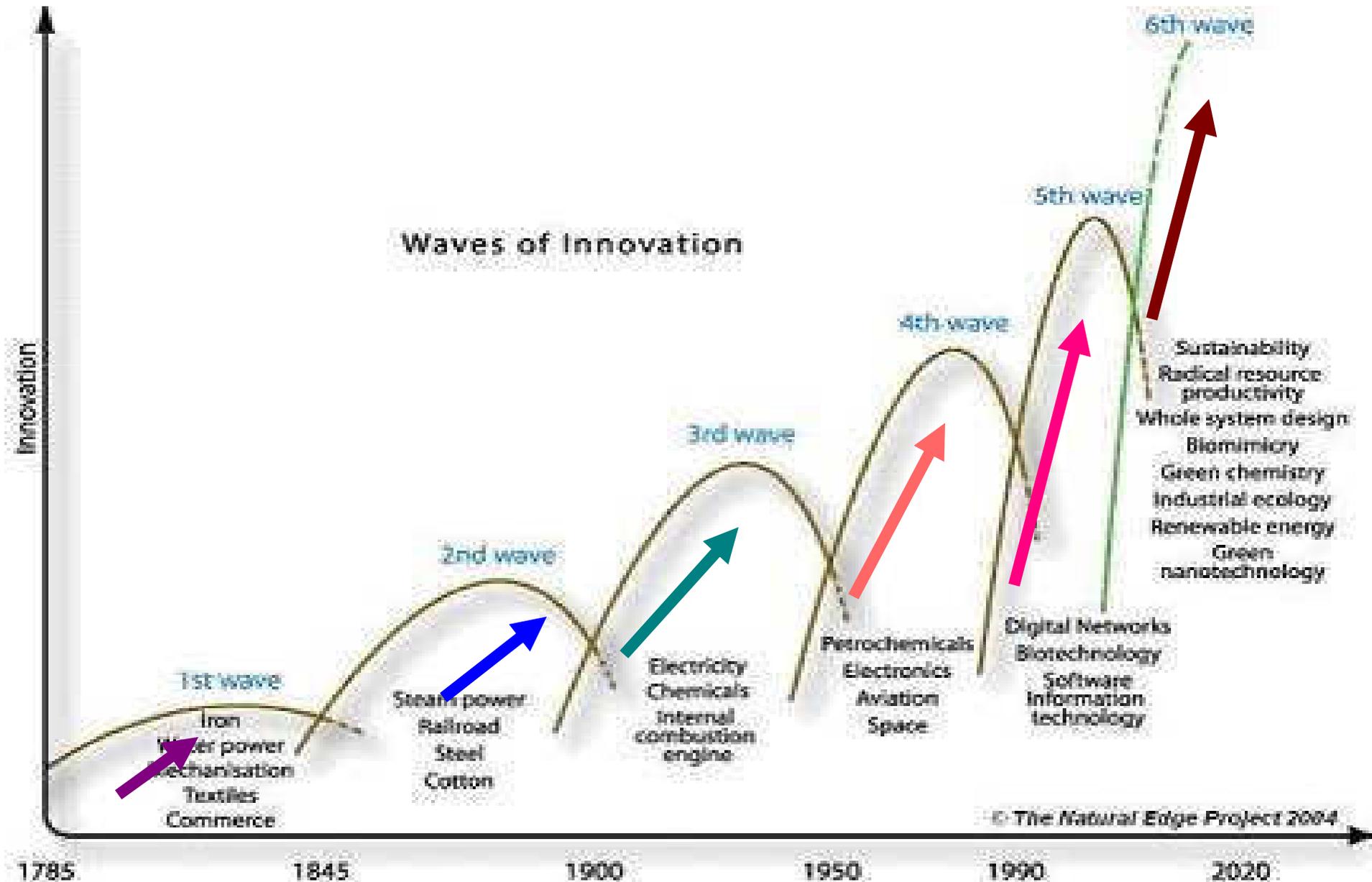
- **Incremental innovations**

- *Generally involves minor improvements made by those working day to day with existing methods and technology*
- *Most innovations are incremental innovations.*

- **Breakthrough, disruptive or radical innovation**

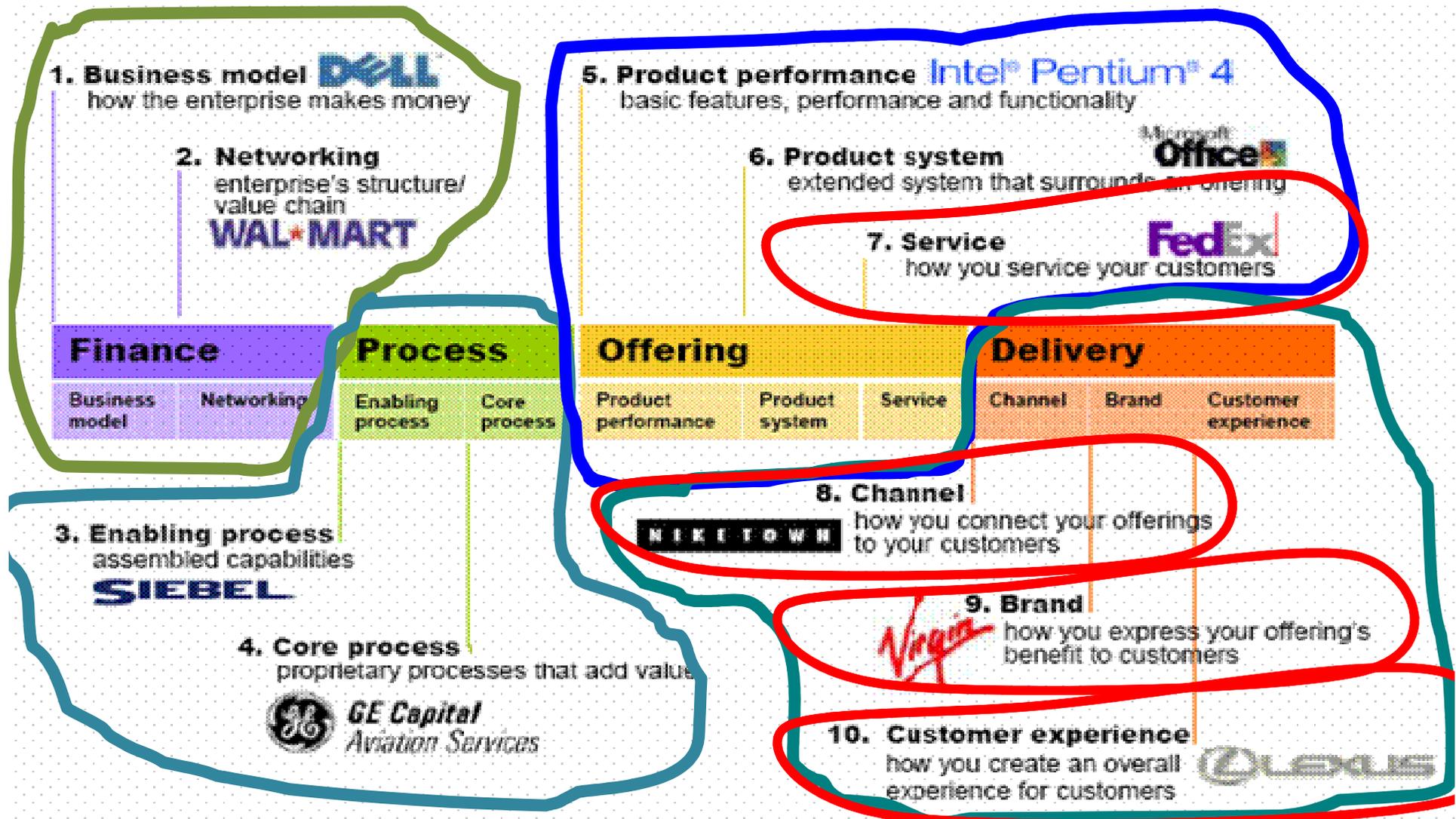
- *Launching an entirely novel product or service rather than providing improved products and services along the same lines as currently.*
- *There is often considerable uncertainty about future outcomes.*

Waves of Innovation



Types of Innovations

10 types of innovation: move beyond products to win





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Sustainability and Innovation in Adventure Tourism:
***Linking Adventure Tourism to
Sustainability and Innovation***



Adventure Tourism: Related Sustainability Terms

Sustainable tourism

ACE (Adventure, Culture, Ecotourism)

Ecotourism

Responsible tourism

NEAT (Nature-based, Ecotourism, Adventure Tourism)

Soft tourism

Niche Tourism

Minimal impact tourism

Experiential Tourism

Alternative tourism

Active Tourism

Environmentally friendly tourism

Old and new tourism (Poon, 1993)

