RESPONSIBLE TOURISM
AND EDUCATION:

Call for Youth Leadership in Tourism and Hospitality

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Is sustainable tourism an oxymoron?

What sustains tourism; what makes tourism sustainable?

How can education be improved to develop human capacity and meet tourism development?

Why and how tourism should be seen and could be used as an effective vehicle to drive education and development in a responsible manner?

“Travel is not reward for working, it’s education for living.”

ANTHONY BOURDAIN

"Responsible tourism advocates behavioural change and collective actions among stakeholders to sustain tourism for the well-being of the people and planet"

Dr. Hiram Ting
Responsible Borneo (REBORN)
WHAT & WHY OF RESPONSIBLE TOURISM

Responsible Tourism is about 'making better places for people to live in and better places for people to visit. Responsible Tourism requires that operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable.

Source: Cape Town in 2002 alongside the World Summit on Sustainable Development

Responsible Tourism is a call to action, it is a social movement that advocates and requires behavioural change and collective actions.
We aim to position Sarawak as a leading destination for eco-tourism and business events in the ASEAN region by 2030 driven by empowered communities to conserve heritage, culture and biodiversity and to promote investment and development through responsible actions.
Responsible Tourism Blueprint

In line with PCDS2030
Education and human capital development to future-proof tourism

To develop tourism as a strategic vehicle
A destination for business and events through responsible actions

To transform Sarawak into a thriving society
Purposeful mindset, competitive industry and empowered community
TOURISM EDUCATION FOR CAPACITY DEVELOPMENT

- INDUSTRY PLAYERS
- COMMUNITY MEMBERS
- YOUTH (INCLUDING OUR STUDENTS)
Industry players in the tourism industry, including businesses, organizations, and government agencies, have various essential roles in shaping and sustaining the tourism industry. These roles contribute to the development, promotion, and management of tourism in a destination.

Community members play a vital role in the tourism industry, especially in destinations that rely on tourism as a source of income and development. It's important to engage with and empower local communities through tourism to ensure that tourism brings positive economic and social impacts while respecting the local culture and environment.
The involvement of young people in the tourism industry is crucial for the industry's sustainability and growth.

Young people have always been an integral part of tourism. Young people also make up a significant proportion of the tourism workforce.

To put ideas and ambitions into action, young people need to be given a seat at the decision-making table. Youth-led organizations or youth-related initiatives need to be invited to monitor and assess the development of tourism and, if necessary, be in a position where they can hold governments and businesses to account.
EMPOWERING YOUTH

To truly empower youth, our society has to be very intentional about the way youth are incorporated into communities and organizations. Empowering youth means to:

- Involve them in decision-making process and show that their voice matters in a meaningful way.
- Encourage, guide and coach them to follow their passions/achieve their dreams.
- Share with them life stories and how one can pick him/herself up from failures to inspire them.
- Deepen human connections and provide supports to enhance their attitude and development.

Source: https://www.aspeninstitute.org/blog-posts/mean-empower-youth/
https://thriveglobal.com/stories/5-ways-to-empower-youth-in-your-community/
EMPOWERING YOUTH

Young people might not be able to change the actual events themselves and cannot change the past. But they can be guided to look at them differently and in a more adaptive manner.

Young people can (re)write their history - gaining perspectives and taking action today.

It’s never too early or young to try and make a positive impact on the environment and society — and many young people prove that to be true. They are the change-makers that have made a real impact.

Source: https://stories.plancanada.ca/how-youth-can-change-the-world/
EDUCATION NOW AND THE FUTURE, WHY IT’S DIFFERENT?

Education will continue to develop and adapt to changing times and trends. Tourism education in the future will influence how destinations are promoted, how travel is organized, and how tourists enjoy tourism. The key to the future of tourism education is responsibility, adaptability, the ability to innovate according to changing demands and a strong will to cooperate for common goods.

Some key trends and potential changes that may impact the way tourism education evolves:

1. Technological Advancement and Disruption
2. Rising Need for Local Skilled Workforce
3. Crisis and Uncertainties at the Macro Level
4. Dynamism of the Society and Change of Behaviour
FOOD FOR THOUGHT: HOW TO PREPARE OUR YOUNG GENERATION?

Do we see our youth as equal partners?
Do we make decision for them or with them?
Do we design education and curriculum with future generation in mind?
Do we develop our youth with the sense of responsibility?

YOU for Tourism Hospitality
Crisis breeds opportunities
Crisis breeds innovation
Crisis also calls for responsibility

Leadership is a matter of responsibility, neither a privilege nor power.

See tourism not only as a sector or goal, but a vehicle for a greater cause.
Abdul Karim: Sarawak govt supportive of youth events with impact

KUCHING, Feb 16: The Sarawak government will support impactful events such as the...
Speech by Prime Minister of Barbados Her Excellency Mia Mottley at the Opening of the #COP26 World Leaders Summit
https://www.youtube.com/watch?v=PN6THYZ4ngM

Our people are watching and taking note. Are we really going to leave Scotland without the resolve and ambition that is sorely needed to save lives and to save our planet?

Do some leaders believe they can survive and thrive on their own? Can there be peace and prosperity in one third of the world if two thirds are under siege and facing calamitous threats to their wellbeing? What the world needs now is less than 200 persons who are willing and prepared to lead!! Leaders must not fail those who elect them to lead.

Will we act in the interest of our people who are depending on us or will we allow the path of greed and selfishness to sow the seeds of our common destruction? Leaders today, not leaders in 2030 or 2050, must make this choice. It is in our hands. Our people and our planet need it.

Who/Where are our leaders today?
HOW WOULD YOU RESPOND TO THE CALL?

- You first
- I will do it ‘tomorrow’
- None of my business

- I can’t do it
- Why me?
- I am very busy
- LET’S DO IT