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COURSE NAME:

**(Anthropocentrism and Sustainable Tourism)**

ATLANTIC INTERNATIONAL UNIVERSITY

**January / 2024**

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**Introduction**

In an era where the delicate balance between human activities and the environment has become increasingly paramount, the course on "Anthropocentrism and Sustainable Tourism" emerges as a beacon of critical exploration. This interdisciplinary journey delves into the intricate relationship between humanity and its impact on the world's ecological systems, with a particular focus on the realm of tourism. Anthropocentrism, as the central theme, guides our examination of how human-centric perspectives shape the tourism industry and, conversely, how sustainable practices can foster harmony between travel and the environment.

As we embark on this intellectual voyage, the course aims to unravel the layers of anthropocentric thinking embedded in our approach to tourism. Delving into the historical, cultural, and economic dimensions, we will scrutinize how human-centric ideologies have shaped travel patterns, resource consumption, and the overall ecological footprint of the tourism sector. Moreover, our exploration extends beyond critique, offering a comprehensive understanding of sustainable tourism practices that strive to strike a balance between the human desire for exploration and the imperative to preserve our planet's diverse ecosystems. With its blend of theory and practical insights, this course serves as a call to action, equipping participants with the knowledge and tools to contribute meaningfully to the evolution of a more sustainable and responsible tourism industry.

**Body of Assignment**

In this assignment will discuss many tops about tourism and economy, in order to cover what we can do around this topic, will take in this topic many examples, from our daily life in order to highlight our explanation

The economic impact of global travel and tourism, is a multifaceted phenomenon that significantly contributes to the global economy. This industry contains a lot of activities, including transportation, accommodation, recreation and associated services, creating an economic opportunity.

One of the best impact, is job creation, tourism generates employment directly through roles in hotels, airlines, restaurants, and attractions, as well as indirectly through related industries such as transportation and agriculture. For instance, in countries, who count a lot on tourism, like Thailand, the industry gives a lot of jobs opportunities, what can guide for economic growth.

Also tourism, give other than job creation, give foreign exchange earnings, and revenues. Tourists and their present create a balance of payments, as international visitors spend money on various goods and services inside the country.

Some governments often leverage tourism as a source of revenue via taxes, fees, permits, taking as example for that France, and the tourist places in France, that guide the government to have more income and more revenues. Despite these benefits, is very hard to create the balance between maximizing economics gains and preserving environmental and cultural sustainability.

If we need to predict the future impact of the economy on business in the coming ten years, is influenced by many factors, as technology advance, and social changes.

Other trend that is expected to be involved and accelerated of artificial intelligence (AI), what include more technologies, to experience greater efficiency, what guide to improve productivity. This evolution, lead to workforce transformations, with some job becoming more clear while new opportunities, related to AI, companies that proactively invest in upskilling their workforce adapting to these technological changes are likely in this dynamic environment.

Another aspect influencing the economic landscape, is the focus on sustainably, and corporate social responsibility as the global community go with the environment challenges. Business are expected to face increasing pressure to adapt eco-friendly practice. Consumer preferences are likely to shift towards companies that prioritize environmental and social responsibility, impacting purchasing behaviors**,** the future is anticipated to witness a paradigm shift where economic success is intertwined with responsible and sustainable business practices.

Taking as example Barcelona and how tourist affect the local people and local business, taking as example, some owners for houses sacked some local people to rent it for tourists, what guided the government to take decisions in order to protect local people, per limited the tours licensee and the accommodation licenses.

In Maya bay in Thailand, it become popular in 2000bcz of a movie, in certain time they had more than 5000 tourists per day, what increased the number of people worked in tourist, so the government took some decisions like pre booking is a must for this country, and limited number of people can visit this beach

In order to fix the problem of over visit for the tourist places, some governments took decision for advance booking, in order to know the amount of people expected to visit this place and to avoid the traffic in some tourist places, also to make sure to provide the best service for tourists all over their visit, also other countries like Thailand, took some measures, that allow tourists to swim in limited places in beach. All these measure to guarantee the satisfaction for local people, and to be happier during the tourist season, in order to provide the best service for tourists, what can keep good memories for them, and more respected also.

There is two very important terms can be used in this topic, and very reliable for our theme, ANTHROPOCENE AND CHTHULUENCE

As definition for Anthropocene, we can briefly say the following, The Anthropocene refers to a proposed geological epoch characterized by the significant and lasting impact of human activities on Earth's geology and ecosystems. It signifies a period where human influence, including factors like climate change, biodiversity loss, and alterations to landscapes, has become a dominant force shaping the planet. The term emphasizes the unprecedented scale of human impact on natural processes and serves as a framework for discussing the challenges and responsibilities associated with environmental sustainability and global ecological well-being. While widely used, the formal designation of the Anthropocene as a geological epoch is still a topic of ongoing scientific debate.

As per the definition for CHthulucene, is a concept representing an alternative framework for understanding the interconnectedness of life on Earth. Coined as a play on words, combining "Chthonic," meaning related to the Earth or underworld, with "Luce," suggesting light, Hardaway’s CHthulucene challenges anthropocentric perspectives. It encourages a more inclusive view that recognizes the agency and significance of non-human entities, emphasizing the intricate relationships between humans, animals, plants, and ecosystems. This concept aims to move beyond the Anthropocene narrative and calls for a more collaborative and symbiotic approach to coexisting with the diverse forms of life on the planet.

As comparison between these two concepts mentioned above, Anthropocene and CHthulucene. Represents, contrasting perspectives on humanity's relationship with the environment and the broader ecological context. The Anthropocene, as term is used in scientific discourse, where human activities have become the primary driver of significant environment changes, like climate changes, the highlight for the Anthropocene, is dominant influence of human actions on planet. Taking ass examples deforestation, industrial pollution, and the depletion of naturals resources, all of which contribute to the transformative impact of human activities on Earth.

In opposite, the concept chthulucene, offers an alternative perspective that focuses on interconnectedness and multispecies collaboration. Chthulucene encourages a shift away from anthropocentrism, acknowledging the agency and significance of non-human entities in shaping the world. This term bring attention for relationships between human and ecosystems. Taking as example, practices may include regenerative agriculture, conservation efforts that prioritize biodiversity, and the recognition of indigenous knowledge systems that promote harmony with nature. This comparison between the Anthropocene and chthulucene, show the need for a clear understanding of humanity ‘s role in the ecological narrative, exploring the diverse forms of life that share our planet.

What we should do in to reorient chthulucene, mean that human beings are not only important actors, actually they are with and of the earth so all the abiotic powers of the earth are important. so when we need to do something should not affect population, not only to have in mind profit but also humanity.

The United Nations Sustainable Development Goals (SDGs) can be broadly categorized into three main groups, addressing economic, social, and environmental dimensions of sustainable development

These goals are divided in three main groups will list it down and will talk about it briefly

**1-Social Goals:** this category aimed at addressing social inequalities nad promoting well-being. Goals about poverty, good health, and healthcare service, quality education including education opportunities for everyone irrespective of gender or location .

2**- Economic Goals:** Economic sustainability is addressed through goals targeting economic growth, employment, and industrial development. Goal 8 - Decent Work and Economic Growth calls for promoting full and productive employment and decent work for all, like, goals industry innovation, reduced inequality focuses on reducing income inequality.

3- **Environmental Goals:** The environmental dimension is crucial for ensuring the planet's health and resilience. Like climate action emphasizes, life on land focus on the conservation and sustainable use of oceans, seas, terrestrial. Ecosystem, responsible consumption and production promotes sustainable patterns of consumption and production to minimize the environmental impact of human activities.

These three broad categories illustrate the holistic approach of the SDGs, recognizing the interconnectedness of economic, social, and environmental aspects of sustainable development. Achieving progress in one area often contributes to advancements in others, emphasizing the need for an integrated approach to address the complex challenges facing the world

The debate between sustainability and tourism revolves around finding a balance between the economic benefits of tourism and the potential negative impacts on the environment, local communities, and cultural heritage. On one hand, tourism is a significant contributor to global economies, providing jobs, fostering cultural exchange, and boosting local businesses. However, the rapid growth of tourism in popular destinations has raised concerns about over-tourism, leading to environmental degradation and disruptions to local communities. An example of this tension is seen in cities like Venice, where the sheer volume of tourists has strained infrastructure, eroded cultural authenticity, and put stress on delicate ecosystems

Proponents of sustainable tourism advocate for responsible travel practices that minimize the environmental footprint and promote community engagement. Initiatives such as eco-friendly accommodations, wildlife conservation efforts, and responsible tour operators are gaining traction. For instance, Costa Rica has embraced sustainable tourism by prioritizing conservation, implementing eco-certification programs, and promoting community-based tourism. This approach not only safeguards natural resources but also ensures that the benefits of tourism directly contribute to the well-being of local populations. The debate underscores the need for comprehensive strategies that allow the tourism industry to thrive economically while preserving the ecological and cultural integrity of destinations

The tourism industry faces several significant challenges globally, including over-tourism, environmental degradation, and cultural commodification. Over-tourism, exemplified by destinations like Barcelona and Venice, experiences an excessive influx of visitors, straining local infrastructure, eroding cultural authenticity, and contributing to resident dissatisfaction. Environmental degradation is another pressing issue, with tourist activities impacting ecosystems, contributing to pollution, and threatening biodiversity. Examples include coral reef damage due to snorkeling and diving and deforestation for infrastructure development. Cultural commodification, where local traditions are commercialized for tourism purposes, poses a risk to authentic cultural experiences. Balancing the economic benefits of tourism with sustainable practices is crucial to address these challenges and ensure the long-term viability of the industry

In order to promote business for international community, the best way to use is social media, promoting businesses via social media involves leveraging online platforms to connect with a target audience, build brand awareness, and drive customer engagement. Platforms like Facebook, Instagram, and Twitter offer businesses the opportunity to create a dynamic online presence through content sharing, interactive posts, and targeted advertising. For example, a clothing brand might use Instagram to showcase its latest collections, engage followers through behind-the-scenes content, and run targeted ads based on user preferences. Social media allows businesses to foster direct communication with customers, receive real-time feedback, and build a loyal online community. The effectiveness of this strategy lies in its ability to reach a vast audience, tailor content to specific demographics, and create a more personalized and interactive brand experience.

The relationship between tourists and local activities, is a good aspect for sustainable tourism. Influencing both the economic and cultural dimensions of a destination. Tourists when they do local activities, significantly to the economic well-being of the community, as spending on local products, services, and experiences circulates within the destination. For instance, a traveler participating in a guided tour led by local experts not only supports the tourism industry but also fosters a deeper connection with the community. This economic infusion can have a positive ripple effect, creating job opportunities, stimulating entrepreneurship, and enhancing overall economic resilience.

The phenomenon of people continuing to engage in activities despite knowing their negative impacts can be attributed to a variety of psychological, social, and economic factors. Many human behaviors are influenced by the desire of short term vision, takins as example, people who drives alone in gas guzzling vehicles for comfort reason, without being aware for the environment results of that.

Addressing the challenge of short-term vision, where individuals prioritize immediate gains over long-term consequences, necessitates a multi-faceted approach encompassing regulations, price incentives, and heightened awareness. Firstly, regulatory frameworks play a pivotal role in shaping behavior. Governments can enact and enforce policies that discourage environmentally harmful practices and encourage sustainable alternatives. For instance, stringent emissions standards for vehicles can push the automotive industry to prioritize eco-friendly technologies. Similarly, regulations limiting single-use plastics can drive businesses to adopt sustainable packaging practices

Another critical aspect is making sustainable goods economically competitive. Ensuring that environmentally friendly options are available at a comparable price to their less sustainable counterparts removes financial barriers for consumers. Governments and businesses can implement measures to subsidize or incentivize the production and consumption of sustainable goods. This strategy aligns economic interests with environmental responsibility, making it more likely for individuals to opt for eco-friendly choices. For example, offering tax breaks for businesses adopting green technologies or providing subsidies for renewable energy sources can contribute to a more sustainable marketplace.

Raising awareness is equally vital in changing consumer behavior. Educational campaigns, public discourse, and accessible information can empower individuals to make informed choices. Highlighting the long-term benefits of sustainable practices and the consequences of short-term thinking creates a sense of responsibility. For instance, public awareness initiatives on the environmental impact of fast fashion can encourage consumers to opt for ethically produced and durable clothing. By combining regulations, economic incentives, and awareness campaigns, society can foster a more sustainable mindset that addresses the root causes of short-term vision

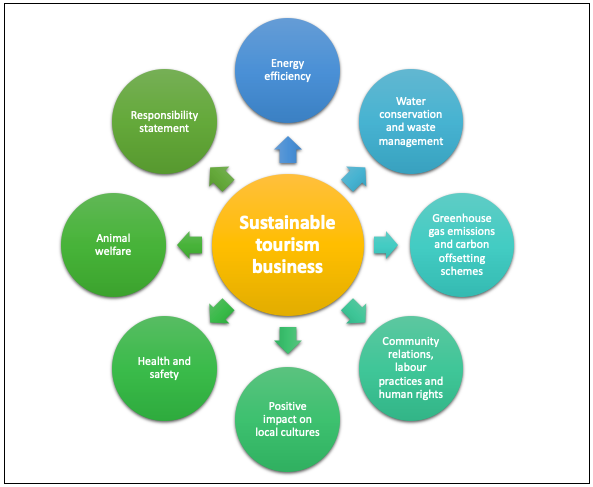
Creating a more sustainable tourism industry involves a comprehensive approach that addresses environmental, social, and economic aspects. Firstly, destination management strategies need to prioritize environmental conservation. This can be achieved through responsible land use planning, implementing sustainable transportation solutions, and promoting eco-friendly practices within the tourism sector. For instance, destinations can establish protected areas, enforce responsible waste management practices, and encourage the use of renewable energy sources to minimize the ecological footprint of tourism activities. Moreover, promoting sustainable tourism certification programs, such as Earth Check or Green Key, can incentivize businesses to adopt and showcase environmentally friendly practices

Social sustainability is equally crucial, emphasizing the well-being of local communities and preserving cultural heritage. Community engagement and empowerment are key components. Initiatives that involve local communities in decision-making processes, provide economic opportunities through tourism-related enterprises, and encourage the preservation of cultural traditions can contribute to social resilience. Homestay programs, cultural exchange initiatives, and responsible tourism practices that respect local customs help ensure that tourism benefits the community directly. Additionally, promoting fair labor practices within the tourism industry, including decent wages and working conditions, enhances the social sustainability of tourism

Economic sustainability involves balancing economic benefits with the long-term well-being of the destination. Diversifying tourism offerings to prevent overreliance on specific attractions, investing in local businesses, and promoting responsible tourism expenditure are crucial. For instance, destinations can support locally owned accommodations, restaurants, and tour operators, ensuring that a more significant portion of tourist spending remains within the local economy. Implementing tourism policies that prioritize long-term community benefits over short-term gains fosters economic resilience and contributes to the overall sustainability of the tourism sector. In conclusion, achieving sustainable tourism requires a holistic approach that integrates environmental conservation, social responsibility, and economic viability

Governments play a pivotal role in steering the tourism industry towards sustainability through the formulation and implementation of policies and integrated planning. First and foremost, policies can regulate and guide the behavior of key stakeholders within the tourism sector, including businesses, tourists, and local communities. For instance, governments can establish and enforce environmental regulations that limit the impact of tourism activities on natural ecosystems, promote sustainable waste management practices, and set standards for energy efficiency in accommodations. Additionally, policies can address issues of over-tourism by implementing carrying capacity limits, regulating visitor numbers, and encouraging the diversification of tourism offerings to distribute the economic benefits more equitably

The picture below will show, and explain more what the government should do in order to make the tourist more sustainable



Identifying the most sustainable corporations or SMEs involves assessing various factors, including environmental, social, and governance (ESG) practices. One notable example is Unilever, a multinational consumer goods company. Unilever has made significant strides in sustainability by committing to the reduction of its environmental footprint, promoting fair labor practices, and actively engaging in social initiatives. The company's Sustainable Living Plan outlines ambitious goals, such as halving its environmental impact by 2030 and enhancing the well-being of one billion people. Unilever's commitment to sustainable sourcing, waste reduction, and community engagement exemplifies a holistic approach to corporate sustainability

The company's dedication to transparency and activism sets a benchmark for smaller enterprises aspiring to integrate sustainable practices into their business models. Both Unilever and Patagonia showcase how corporate responsibility extends beyond profit-making and can be a driving force for positive change in the global business landscape

Taking as examples, for the above, marina bay sands in Singapore: they have hotel lobby, hotels rooms, herb garden, sky park, wind arbor, self-closing taps, shapes skylight ….

Example of SMes: Tazirga , in order to promote tours of the areas.

At the end in this idea we can say” Look around yourself to have good ideas, and good marketing” when you do a good marketing, you can bring more interested people to your business ideas.

The relationship between culture and tourism is intricate and symbiotic, as tourism often thrives on the unique cultural offerings of a destination. Culture serves as a significant motivator for travel, attracting tourists seeking authentic experiences, historical insights, and exposure to diverse traditions. Tourists are drawn to destinations that showcase a rich cultural heritage, including historical landmarks, museums, festivals, cuisine, and local customs. The cultural appeal of a place contributes to its overall attractiveness, fostering a deeper connection between visitors and the destination

For example, countries like Italy and Greece are renowned for their historical and artistic treasures, such as the Colosseum in Rome or the Acropolis in Athens. These cultural landmarks not only draw tourists but also play a crucial role in shaping the identity and image of these destinations. Moreover, cultural tourism can stimulate economic growth and community development by creating job opportunities and supporting local businesses. In turn, tourism can also influence and shape local culture, fostering a dynamic interplay where both tourism and culture evolve together. However, it is essential to strike a balance to ensure that tourism promotes cultural preservation rather than exploitation, respecting the authenticity and integrity of the local culture



As culture also we can mention that we are selling the culture for the tourists , this culture can be like jewelry, or dance, and the sell for this kind of culture can be via different ways some can be via social media platforms or YouTube, taking as example, dance as culture, it cost nothing to post a dance on YouTube, but this dance can bring one tourist to your platform and later can come to your area or country to explore more about this culture or other cultures, once he got the best experience during this visit, this tourist can bring hundreds of tourists, and do marketing for these cultures, via word of mouth, and like this the tourism sector can be improved more and more via cultures.

**Conclusion**

The economic impact of global travel and tourism is multifaceted, contributing significantly to the global economy through activities such as transportation, accommodation, and recreation. One of its notable benefits is job creation, providing employment directly in sectors like hotels and indirectly in related industries. Countries heavily reliant on tourism, like Thailand, experience substantial job opportunities, fostering economic growth. Additionally, tourism generates foreign exchange earnings as international visitors spend on local goods and services, contributing to a positive balance of payments. Governments, exemplified by France, leverage tourism for revenue through taxes and fees. However, achieving a balance between economic gains and preserving environmental and cultural sustainability remains a challenge.

The evolution and accelerated adoption of artificial intelligence (AI) and related technologies are driving greater efficiency and improved productivity in various industries. This transformation leads to workforce changes, with some jobs becoming obsolete and new opportunities emerging. Companies investing in upskilling their workforce to adapt to these technological shifts are poised for success. Another significant trend shaping the economic landscape is the increasing focus on sustainability and corporate social responsibility. As environmental challenges become more pressing, businesses are expected to face growing pressure to adopt eco-friendly practices. Consumer preferences are shifting towards companies prioritizing environmental and social responsibility, indicating a future where economic success is intertwined with responsible business practices. This shift is evident in places like Barcelona, where the impact of tourism on local communities led to government interventions to protect residents and balance the interests of tourists. Similarly, destinations like Maya Bay in Thailand implemented measures such as advance booking and visitor limits to address over-tourism and ensure a more sustainable and satisfying experience for both locals and tourists.

The Anthropocene and Chthulucene are two distinct concepts that offer differing perspectives on humanity's relationship with the environment. The Anthropocene represents a geological epoch characterized by the profound impact of human activities on Earth's geology and ecosystems, highlighting human dominance in driving significant environmental changes such as climate change and biodiversity loss. In contrast, the Chthulucene presents an alternative framework that emphasizes interconnectedness and multispecies collaboration, urging a departure from anthropocentrism. It recognizes the agency and significance of non-human entities in shaping the world and promotes practices like regenerative agriculture and conservation efforts that prioritize biodiversity

The United Nations Sustainable Development Goals (SDGs) encompass a comprehensive framework for global progress, categorizing objectives into three main groups: social, economic, and environmental goals. Social goals focus on addressing inequalities and promoting well-being, including targets related to poverty alleviation, healthcare access, and universal education. Economic goals target sustainable growth, employment, and industrial development, with an emphasis on reducing inequality and fostering decent work. Environmental goals address the planet's health, advocating for climate action, conservation of terrestrial and marine ecosystems, and responsible consumption and production. These three overarching categories reflect the holistic nature of the SDGs, emphasizing the interconnectedness of economic, social, and environmental dimensions in the pursuit of sustainable development. Progress in one area is recognized as integral to advancements in others, highlighting the necessity of an integrated approach to tackle the multifaceted challenges facing the world.

The sustainability and tourism debate centers on striking a balance between the economic benefits of tourism and its potential negative impacts on the environment, local communities, and cultural heritage. While tourism contributes significantly to global economies, concerns about over-tourism and environmental degradation have prompted calls for responsible travel practices. Examples like Venice highlight the strain on infrastructure and cultural authenticity caused by excessive tourism. Sustainable tourism initiatives, such as eco-friendly accommodations and wildlife conservation efforts, are gaining traction, with countries like Costa Rica emphasizing conservation and community-based tourism. Despite the industry's challenges, including over-tourism, environmental impact, and cultural commodification, leveraging social media for business promotion offers a powerful tool to connect with audiences, build brand awareness, and engage customers directly, ensuring a more personalized and sustainable approach to tourism promotion

The relationship between tourists and local activities is a critical aspect of sustainable tourism, influencing both the economic and cultural dimensions of a destination. Tourists engaging in local activities contribute significantly to the economic well-being of the community by spending on local products and services, fostering entrepreneurship, and creating job opportunities. However, addressing the challenge of short-term vision, where individuals prioritize immediate gains over long-term consequences, requires a multi-faceted approach involving regulations, economic incentives, and heightened awareness. Regulatory frameworks can discourage environmentally harmful practices, economic measures can make sustainable goods competitive, and awareness campaigns can empower individuals to make informed choices, fostering a more sustainable mindset

The relationship between culture and tourism is symbiotic, with tourism thriving on the unique cultural offerings of a destination. Culture serves as a significant motivator for travelers, attracting those seeking authentic experiences, historical insights, and exposure to diverse traditions. Tourists are drawn to destinations that showcase a rich cultural heritage, including landmarks, museums, festivals, cuisine, and local customs. Notable examples include Italy and Greece, celebrated for landmarks like the Colosseum and the Acropolis, shaping the identity of these destinations. Cultural tourism not only attracts visitors but also stimulates economic growth and community development, creating job opportunities and supporting local businesses. The interplay between tourism and culture influences each other, although it is crucial to strike a balance to ensure that tourism contributes to cultural preservation, respecting the authenticity and integrity of the local culture

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