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Can an ethical approach to tourism bring development, prosperity and well-being to all stakeholders? A full report from the 3rd International Congress on Ethics and Tourism, Krakow, 27–28 April 2017

Tourism can not be explained unless we understand man, the human being

Przeclawski 1996

In line with the two¹ previous International Congresses on Ethics and Tourism of the World Tourism Organization (UNWTO) events, the 3rd International Congress on Ethics and Tourism event also sought to promote responsible, sustainable and fair tourism development at global level. The need for multi-stakeholder cooperation to enhance responsible tourism was underscored at the event, which was held in Krakow, 27–28 April 2017. The Congress was jointly organized by UNWTO and the Ministry of Sport and Tourism of Poland, working in collaboration with the European Commission. The event was attended by participants from 32 countries, bringing together about 200 tourism officials, business leaders, academics, representatives of international organizations and non-governmental organisations (NGOs), together with experts in the field of ethics and tourism. Twenty-three speakers of the highest calibre were divided into four-panel debate sessions. The sessions addressed following issues: 1) tourism governance as a deliverer of the sustainability agenda; 2) the imperative of advancing *Tourism for All*; 3) key challenges in managing destinations' natural and cultural assets; and 4) companies as champions of a responsible tourism supply chain.

Is it, in fact, credible that tourism may be the key to the development, prosperity and well-being of all stakeholders? Is tourism, as many contend, 'a major contribution' to tackling a wide array of global environmental and social issues? Although the speakers presented numerous examples, all of which could be presented as best-practice manuals in tourism management, but are the examples themselves reliable?

The main aim of this report is to present to the wider audience the lessons from the meeting. This paper is an extension of a report published in the *International Journal of Environmental Studies* (Apollo, 2018).

¹ 1st International Congress on Ethics and Tourism (held in Madrid, Spain, in September 2011); 2nd International Congress on Ethics and Tourism (held in Quito, Equator, in September 2012).

Background

When speaking about tourism, most often in our minds we imagine pleasure, vacation and relaxation. Ordinary people – and some scholars, too – forget that tourism is a world phenomenon that over the last half-century has become one of the largest and fastest growing sectors of the global economy. This is evidenced by the increases in arrivals and earnings: international tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980 and from 674 million in 2000 to 1.235 million in 2016; furthermore, international tourism receipts earned by destinations worldwide have surged from US \$2 billion in 1950 to US \$104 billion in 1980 and from US \$495 billion in 2000 to US \$1.220 billion in 2016 (UNWTO Report, 2017). These data speak for themselves. But there are also challenges. Due to tourism's size and global presence, it affects each component of a geographical system² wherein everything is connected. Tourism brings risks but also opportunities. Although tourism is often a vehicle for development, this development must be sustainable. Sustainable tourism can be achieved only through ethical tourism, which can be understood as a tourism that benefits people and the environment in different destinations. Tourism, one of the world's most significant industries, can offer great benefits economically (e.g. increased prosperity, a sharing economy), socially (e.g. gender equality, human rights), environmentally (e.g. saving wildlife and the natural environment, proper waste management) and culturally (e.g. conservation of the ancient culture and tradition).

Opening ceremony and keynote speech

The ceremony was opened by Mr **Jacek Majchrowski**, Mayor of Krakow; H.E. Mr **Witold Bańka**, Minister of Sport and Tourism, Poland; Mr **Taleb Rifai**, Secretary-General, UNWTO; Ms **Elżbieta Bieńkowska**, European Commissioner for Internal Market, Industry, Entrepreneurship and SMEs (via a video message). All stressed that although tourism is an extraordinary phenomenon, it is not that is not fully appreciated. The speakers highlighted the opportunities that result from tourism (economic development, social empowerment) but also warned against ignoring the challenges that accompany tourism growth. All of the speakers underscored the importance of applying ethical principles (e.g. Global Code of Ethics for Tourism: GCET, 1999) in creating sustainable tourism.

In his keynote address, Mr **Pascal Lamy**, Chair of the World Committee on Tourism Ethics, spoke of the need to understand the two faces of tourism. If there is the bright side (e.g. development, more tolerance and understanding), then there also is a dark side (e.g. child abuse). That is why, he stressed, responsibility for ethical and social damage caused by tourism should be shared. Mr Lamy also commended that after Madrid (Spain) and Quito (Ecuador), this third Congress event should cover key issues of responsible tourism development such as 1) tourism governance as a driver of the sustainability agenda; 2) inclusive tourism and universal accessibility;

² For better understanding the geographical system approach see e.g. Andreychouk (2008, 2015).

3) management of natural and cultural heritage amidst the growing tourist numbers and conservation concerns; and 4) corporate social responsibility that also contributes to innovation and the overall service quality. Mr Lamy concluded that the easiest way to fulfil these obligations would be to use the 1999 Global Code of Ethics for Tourism as the roadmap for success.

Session 1: Tourism Governance as a Deliverer of the Sustainability Agenda

The objective of this session was to explore policy frameworks and governance models to guide all tourism stakeholders towards a sustainable, responsible and ethical development of every tourism sector. The session was run by Ms **Ólöf Ýrr Atladóttir**, Vice-President of the European Travel Commission (ETC) and Director General of the Icelandic Tourism Board. Ms Atladóttir underscored the need not only for immediate and concerted action through robust tourism governance but also for hosts and visitors to embrace sustainable tourism development. This session was attended by five government representatives and only one academic – the latter humorously highlighting this fact at the beginning of his speech.

Ms **Renata Králová**, Director of Tourism Department, Ministry of Regional Development of the Czech Republic (in representation of Ms Karla Šlechtová, Minister of Regional Development, Czech Republic) presented the tourism potential of the Czech Republic (e.g. 9.3 million tourists in 2016 and the increased forecast for travel and tourism in terms of the total contribution to GDP). Ms Králová pointed also that her country is placed in the top ten list of the safest countries in the world (6th position: GPI, 2016).

Mr **Evaldas Gustas**, former Minister of Economy of Lithuania and Special Adviser to the Secretary-General of UNWTO, highlighted how the Lithuanian Government plans to reach its sustainable tourism development goals in 2014–2020. The government's plan is to promote tourism at local and national levels. Mr Gustas underscored the overall aim that government is guided by, i.e. to increase the competitiveness of the tourism sector while paying attention to sustainable tourism development principles. To achieve this, he said that his government would focus on three areas: 1) promoting Lithuania as a destination for local and foreign tourists; 2) promoting new tourism products in the regions; and 3) organizing tours of local and foreign tour operators and journalists inside the country. The speaker suggested that the introduction of a new slogan to promote the tourism of a specific country could be effective. Mr Gustas made mention of Lithuania's success in this area, namely the country's new tourism brand: *Lithuania – Real is beautiful*.

Mr **Gheorghe Bogdan Tomoioaga**, State Secretary, Ministry of Tourism, Romania, described the unspoiled nature and unique cultural heritage that tourists would find by exploring Romania – the land known as the last corner of Europe with true sustainability and described by Prince Charles as “the last European beacon of untainted nature” (Wild Carpathia, 2011–2013). To preserve this position, Mr Tomoioaga said his government would run three strategic objectives: 1) provide high-quality human resources; 2) position Romania's tourism within European markets, and 3) attract new segments and markets. At the end of his presentation, Mr Tomoioaga

drew attention to the achievements of Romanian governance in the field of sustainable tourism, for example in the applying of environmental policies (e.g. by elaborating on the specific criteria for the recognition of ecotourism destinations) and in the development of training programmes for people working in the tourism industry.

While discussing tourism in Germany, Ms **Marion Weber**, Head of Tourism Policy Division, Federal Ministry of Economic Affairs and Energy, Germany, raised the issue of the Germany's significant potential (e.g. Germany is the second most popular travel destination for European travellers and is the largest consumer market in the European Union). Ms Weber stressed the vital role of sustainability as the key to economic, social and ecological development and highlighted tourism as a driver for development. The presentation of Ms Weber focused on two key ideas: 1) the destination as a stage; and 2) *Tourism for All*. These two key ideas were supported by the third, namely the implementation of digitalization and a 'sharing' economy. Through these, the balancing interests of all stakeholders would be possible. Endorsing the UNWTO Global Code of Ethics and referring to the campaign *Don't Look Away!*³, Ms Weber also drew attention to the importance of ethics in tourism. She reflected on the importance of travel and how travel influences one's perception of the world, quoting Mark Twain's "nothing so liberalizes a man and expands the kindly instincts that nature put in him as travel and contact with many kinds of people" (Twain, 1867).

Greece is an all-year destination that, with its access to various forms of tourism, has a huge potential which, in the opinion of Mr **George Tziallas**, Secretary General for Tourism Policy and Development, Ministry of Tourism, Greece, might be the key to repairing the country's economy. His thesis was supported by statistical data, for example the contribution of tourism to the total national economy: in GDP terms and in terms of the country's workforce (both over 20%). Mr Tziallas identified several key actions taken by the Hellenic Republic Ministry of Tourism, such as the tourist season extension through the development of thematic tourism (not only 3S but also cultural, medical and SPA tourism), opening to the new dynamic source-markets abroad (e.g. China and USA), introducing new Greek destinations (not only islands but mainland areas as well) and connecting public and private tourism sectors.

The final speech in this session was delivered by Mr **Xavier Font**, Professor of Sustainability Marketing, PhD, University of Surrey, UK. Professor Font advocated marketing as one part of the sustainable tourism solution. He stated that marketing is responsible for many of the impacts, positive and negative, in a tourist destination. In his speech, he showed how applying sustainability principles to marketing can yield positive outcomes, providing examples and putting forward indicators to help monitor changes: 1) *To reduce environmental and social impacts*, the consumption of sustainable tourism products and services have to be normalised; the public sector must be a buyer of services, and any benefits should go to certified (e.g. Green Tourism, The Green Key) businesses. His example highlighted the scale of achievement,

³ *Don't Look Away!* is a campaign that encourage to report suspicions of child sex tourism (DLA, 2017). Note that according to UNICEF's State of the World's Children, every year, as many as 2 million children are victims of commercial sexual exploitation worldwide (UNICEF SOWC, 2016).

thus far, in this area: in Copenhagen, for example, 70% hotels are certified; by contrast, in Barcelona or Paris, merely a few percent of hotels (3% and 5%, respectively) are certified. Indicator: Percentage of tourism services certified as sustainable. 2) *To reduce the carbon footprint from transport*, the distance travelled by tourists should be reduced and the length of stay and the method of transport must be optimised. Mr Font stated that what is important to air quality is the distance that tourists travel and the length of their stay. He gave the following example to highlight these facts: two tourists are visiting Barcelona, tourist one is from New York and tourist two is from London. Both will take a flight, but tourist one, due to the short distance, will add only 0.5 tonnes of CO₂, whilst tourist 2.3 tonnes⁴. Indicator: Carbon footprint for transport per traveller per day. 3) *To normalise the behaviour of travellers*, customer loyalty must be increased and a small tourist group (families or non-visible tourists) should become a main target destination group. Professor Font highlighted studies showing that tourists behave much better during the second visit than during the first, so there should be a greater focus on tourism loyalty. Indicator: Percentage of repeatable travellers. 4) *To reduce seasonality*, the seasonality and redistribution of tourism geographically should be reduced. Indicator: Index of saturation of tourism. Finally, 5) *To compensate for the negative impacts caused by tourism*, the visitor expenditure on products and services benefiting the destination should be increased. Additionally, small and locally owned businesses, as well as firms employing minority and disadvantaged groups, should be promoted. It is a huge misunderstanding, Professor Font noted, that the focus is invariably on how much a tourist will spend (in total) and not on the amount that stays in the country or in the local community. Indicator: Visitor expenditure that benefits the destination (Tourism Satellite Accounts applied to market segments).

Conclusions of the first session (ICET Conclusions, 2017):

- Governments should create an enabling environment for multi-stakeholder cooperation aimed at advancing resource efficiency, shared value and accountability of all stakeholders.
- Given tourism's cross-cutting nature, all Sustainable Development Goals can be addressed by the governments in close collaboration with the industry, civil society and academia.
- Tourism governance mechanisms need to include certification schemes based on concrete and measurable targets and indicators.
- Sustainable marketing should be aimed at reducing environmental and social impacts, educating tourists and locals, decreasing seasonality and attracting the kind of tourists we actually want.

Session 2: The Imperative of Advancing 'Tourism for All'

The second session focused on enabling all people, whatever their socio-economic abilities might be, to experience travel and tourism. The session was moderated by Mr **Rajan Datar**, Broadcaster and Journalist, BBC World News. Mr Datar highlighted the importance of travel to every human being, articulating tourism as a human right – not a privilege. He also quoted Article 24 of The Universal Declaration of Human Rights: Everyone has the right to rest and leisure, including reasonable

⁴ To calculate the carbon footprint of your flight use e.g. CO₂ Calculator, 2017.

limitation of working hours and periodic holidays with pay (UDHR, 1948). This session was attended by five speakers committed to putting into practice the maxim: *Tourism for All*.

Accessible Tourism, used a synonym for “Universally designed Tourism for All”, was the principal subject discussed by Mr **Ivor Ambrose**, Managing Director, European Network for Accessible Tourism (ENAT). However, before his presentation started, he berated the Congress for the absence of interpreters for the deaf, given the title of the topic under discussion: Accessible Tourism. Tourism should be open to everyone, Mr Ambrose maintained, and he drew attention not only to the needs of those with any of the four well-known special needs – mobility requirements, visual impairments, hearing impairments and learning difficulties – but also to those with needs of a different nature, for example those with service animals, allergies, long-term illnesses, temporary impairments, pregnant women, stress or fatigued individuals, individuals with language difficulties, and so on. Accessible Tourism is a global, multi-dimensional phenomenon that brings benefits to all stakeholders (visitors, businesses, tourism destinations), Mr Ambrose revealed that only 9% of EU tourism businesses pay enough attention to disabilities. He also described the difficulties that those with accessibility needs typically experience during their trips, such as a lack of access information (travel can be unpredictable) or *access standards* and, frequently, that kind of tours are much more expensive. Due to those difficulties, people eschew travel or remain where they are. Another obstacle to the development of accessible tourism, according to Mr Ambrose, is as follows: customers’ needs and requirements are unknown or misunderstood; moreover, investment costs are misunderstood and mostly exaggerated. He said that stakeholders must understand that creating greater accessibility is ‘a golden opportunity’ rather than a problem. Thus, action is needed on every possible level, especially in awareness raising, promotion and commercialisation. Concluding, he highlighted various examples of developments in creating accessible tourism, such as the “*All for All*” Accessible Tourism Development from Turismo de Portugal, Accessible Travel Online Resources such as the UNWTO Accessible Tourism Brochure and blogs of people with disabilities⁵ such as that of Martyn Sibley⁶, whose blog encapsulates the ‘Everything is Possible’ mantra.

The second speaker, Mr **Marco Pizzio**, Project Manager, Europe Without Barriers (EWB), and Head, Social & Accessible Tourism, Italian Association of Multiple Sclerosis (AISM), continued the topic of *Tourism for All* by adding to Mr Ambrose’s list another group of people with special access needs, namely elderly people. He revealed that assisting the disabled (including the seniors) is not only borne out of duty (resulting from ethics) but also makes good business sense. The data show that people are getting older and living longer, he said. He shared that currently in Europe’s population (138.6 million), 35% of people have disabilities and 65% of senior citizens are over the age of 65. Most of those people have specific access needs. Mr Pizzio presented a model covering the majority of those specific needs; these include personal assistance and concierge services; accessibility of all entertainment

⁵ The author recommends visiting the website of ‘wheelchairtrip / 2 x end of the world expedition’ run by Maciej Kamiński and Michał Worocho (Wheelchairtrip website, 2017).

⁶ Martyn Sibley’s blog (Sibley, 2017).

(e.g. pools, bar, gym) including free equipment; and restaurants that cover special needs (e.g. special diets, allergies, gluten-free diets). He also presented a project he managed – called ‘Europe Without Barriers’. This project, co-financed by the European Commission, is the collaboration of a team of experts in the field of accessible tourism and comprises organisations from the following countries: Italy, Poland, Belgium and Denmark. Mr Pizzio highlighted the main aim of the project, namely the implementation of a methodology for accessibility verification supported by experts, including architects, experts in tourism accessibility, people with disabilities, journalists and bloggers. After showcasing examples of ‘trips for all’, he drew attention to the lessons that were learnt. He highlighted three key lessons: 1) *Training* and a ‘personal touch’ can be more effective than tearing down physical barriers; 2) *Information* relating to whom accessibility is essential should be provided (e.g. the blind, the deaf, the limbles?); 3) *Methodology* in organising the trip, because a large spectrum of issues might occur during travel. Concluding, Mr Pizzio stressed that declaration of accessibility is often aimed solely at people in a wheelchair. Often, there is insufficient support for the visually impaired, deaf people and those with other disabilities. These deficiencies must be addressed.

“Having a disability or not – everyone is our guest”. This is our goal, said Mr Magnus **Berglund**, Accessibility Director for Scandic Hotels, Sweden. At the beginning of his speech he asked the audience this rhetorical question: “Do you know what is the biggest problem for the person in a wheelchair?” He responded with the answer: difficulty closing the toilet door or a soap dispenser placed too far out of reach. With 65 million people in Europe living with some form of disability, Mr Berglund pointed out that 70% of all disabilities are invisible, “like mine”, he stressed. Mr Berglund noted that only Nordic countries have more than 2.5 million people living with a disability. *Scandic’s Accessibility Standard*⁷, a programme that he created, is a unique 135-point plan (90 of the 135 points are compulsory) that has turned Scandic Hotels into the world leader in accessible tourism. During his presentation, Mr Berglund provided several examples of the solutions that, after implementation, can facilitate stay in a hotel. Some amenities do not even require a large amount of financial effort, for example a special plastic holder for a walking stick (crutch) is a small but very helpful device. Hotel staff can adapt a room to the specific needs of a handicapped person in less than two minutes, he said. At the end of his presentation, he highlighted the importance of asking people what changes are required to meet their needs – this, he said, is the best approach.

Mr **Lee McDonald**, International Partnerships Manager, VisitScotland, talked about VisitScotland’s *Spirit of Scotland* campaign, which was run from May to October 2016. The project was the catalyst for an initiative between the national tourism organisation and the Family Holiday Association charity that saw over thirty industry and strategic partners donate accommodation, travel and entry to popular attractions to families in real hardship. The majority of the families were affected by mental health issues, with significant numbers also struggling with problems associated with physical health, domestic violence and bereavement. Mr McDonald shared the tremendous success of this initiative, referring to the following achievements: 254 families – a total of 979 people, included 555 children were able to enjoy

⁷ It is worth to see *Scandic’s Accessibility Standard* on SAD, 2017.

a break in Scotland. He intimated that for 58% of them, it was their first ever break away as a family. In the following part of his speech he highlighted the huge impact on wellbeing of people who participated in the program: 94% were able to cope better; 81% got on better as a family; 69% felt less stressed and worried; 94% felt more optimistic about the future; and 100% had more fun and were able to create happy memories. The campaign had another goal that was achieved, namely to encourage participation in tourism: 94% of the families said the break gave them the confidence to try more trips in the future and 87% of the families recommended the places they visited to their and friends. Mr McDonald also shared positive feedback from the business partners – 77% said social tourism could improve business and reputation and 65% believed that social tourism could bring additional visitors. He finished his presentation with the maxim: Tourism is a human right, not a privilege. This was an important message, as his presentation highlighted the need to push for tourism to be accepted as a human right not only in developing countries but also in developed countries, too.

The last speech in this session was delivered by Mr **Francisco Madelino**, President of INATEL Foundation, Portugal, and an economics Professor at Lisbon University (Institute for Public and Social Policies). At the beginning of his speech, as befits academic standards, Professor Madelino focused on the implications of the concept of *Tourism for All* and its evolution in the last decades. His speech was an interesting and useful summary of topics raised by previous speakers. Later on, he offered tips about collaboration between stakeholders to remove barriers. He addressed the following topics: developing collaborative marketing within networks (including different stakeholders); establishing partnerships that match the specific needs of all stakeholders; making internet platforms more visible by using digital marketing; and organising workshops directed to different types of stakeholders. To make *Tourism for All* a reality, a concentrated effort from all stakeholders would be required. He recommended the following approaches: introduction of differential rates accordingly to household income; cooperation with travel agencies; more accurately identifying participants to whom social tourism programs are targeted; government involvement; wide-ranging cooperation between with tourist stakeholders (i.e. hotels, restaurants, transportation, museums, etc.); and a differentiated set of communication tools for each target group. He then focused on his personal experience and highlighted the consequences of halting INATEL's social programs (e.g. for seniors) due to the financial crisis. He enumerated these as follows: 1) The number of participants have lowered; 2) The number of stakeholders engaged in the execution of the programs has declined; 3) The need to convert the income levels to the rates occurred; 4) The rates have increased; 5) The rigour in control on the age of participants has been lacking; 6) The programs and travel schedules have been adjusted according to the availability of finances. Focusing on his personal experience, he presented new trends that have been observed in social tourism, for example nature programs (e.g. adventure tourism), programs promoting intangible patrimony, tourism with specialists (e.g. with a famous writer) and pilgrimage tourism.

Conclusions of the second session (ICET Conclusions, 2017):

- Tourism is a human right and not a privilege.
- An inclusive tourism sector does not only do good for its direct beneficiaries; it also enhances competitiveness and quality, better distributes tourism flows, brings in new customers and more income. It is good for business.
- Accessible tourism requires a change of mindset. We can enforce laws, but it is the attitudinal barriers that we need to break first. Every customer has different needs.
- Companies should provide accurate and regularly updated information so as to enable travellers to assess if their individual access requirements can be met.
- Accessibility needs to be mainstreamed in tourism policies and throughout the supply chain to ensure a seamless tourism experience.

Session 3: Key Challenges in Managing Destinations' Natural and Cultural Assets

Mr **Dawid Lasek**, Undersecretary of State, Ministry of Sport and Tourism of Poland, acted as moderator of the third panel of the Congress. The purpose of this session was to discuss innovative and multi-stakeholder management models that enable destinations to preserve their natural and cultural resources for future generations while boosting their economic potential and ensuring a quality visitor experience. Mr Lasek said that tourism, as well as today's world, must address several issues. Six speakers attended this session.

In her introduction, Ms **Helga Bauer**, Vice-President, European Destinations of Excellence (Eden Network Association), gave an account of the work done under the EDEN banner. The EDEN project has promoted sustainable tourism development models across the European Union since it was launched by the European Commission in 2006. Ms Bauer explained that EDEN is concerned with sustainability, seasonality, rebalancing tourist flows towards non-traditional destinations and the networking of stakeholders, and the organisation awards and promotes the best destinations of excellence in Europe. To date there are 140 (and around 350 runners-up) little-known tourist sites or natural areas that are 'off-the-beaten-track', awarded by the European Commission for their efforts in sustainable tourism, she revealed. She added that, currently, EDEN has 71 members from 25 countries. Ms Bauer concluded her speech with concrete examples, for example Loop Head (Ireland), Faial Nature Park (Azores, Portugal) or Landlust (Austria). She took time to discuss an example from her country of origin: Landlust houses, she shared, are at least 100 years old, have been revitalised carefully and are rooted in the surrounding nature. Now, through tourism, the owners of the houses and farmers can earn money; furthermore, the heritage of the area has been preserved. Ms Bauer hailed this as an excellent example of a win-win situation.

By using the example of the hotel he manages, Mr **Björn Jonzon**, CEO, Stora Brännbo Conference & Hotel, Sigtuna, Sweden, explained that by the term 'sustainable development' he understands a synergy between ecological, social and economic aspects. The hotel has an apiary and thus serves its own honey, thereby contributing to environmental conservation efforts. Similarly, the hotel serves its own milk

and eggs. Then, in his capacity as a partner of EU project called *Nearly Zero Energy Hotels* (neZEH), Mr Jonzon highlighted three main steps in the neZEH project and justified them economically: 1) Streamlining existing control and regulation equipment (investment: €100,000; savings: €20,000 yearly); 2) Installation of a geothermal heat pump (investment: €600,000; savings: €90,000 yearly); 3) Installation of solar panels. According to his calculation, the investment will return after a few years. Those three steps should be accompanied by a fourth one – changes in behaviour. He drew attention to a rarely raised but extremely important issue: the total energy of food production⁸. That is why in our restaurant we use fish and white meat instead of the red one, he confirmed. Mr Jonzon finished his speech by quoting Anita Roddick⁹: “If you think you are too small to have an impact, try going to bed with a mosquito in the room!”

Mr **Peter DeBrine**, Senior Project Officer, Sustainable Tourism, UNESCO World Heritage Centre, gave a speech about UNESCO’s approach to world heritage and sustainable tourism. At the beginning, he quoted article 4 and 5 of the World Heritage Convention (WHC, 1972). He declared it a “duty” to identify, protect, conserve, present and transmit the cultural and natural heritage of Outstanding Universal Value of World Heritage properties to future generations. To do this would require the adoption of a general policy aimed at giving cultural and natural heritage a function in community life, he continued, citing Article 5. Mr DeBrine articulated three principles adopted by the UNESCO: 1) preserve, protect and present; 2) respect the socio-cultural identity of host communities; and 3) ensure sustainable, long-term development with benefits fairly distributed. He offered suggestions on how to achieve these three tenets, including an honest assessment of the tourism product; protection of the properties’ Outstanding Universal Value; investment in appropriate and sustainable infrastructure; and investment in storytelling or experiences. These recipes he supported by bringing things together through story, endorsement of story (globally), and by empowering people and businesses. You can shape your desired tourism, he argued, offering a simple example: If you do not want to develop coach tourism, do not build parking spots. Finishing his speech, Mr DeBrine talked briefly about some of the actions undertaken by UNESCO, such as the *World Heritage and Tourism in a Changing Climate*, report and the *The World Heritage Journeys* project.

Banglanatak.com, an Indian social enterprise with a mission to foster inclusive and sustainable development using culture-based approaches, was the principal subject discussed by Mr **Amitava Bhattacharya**, Founder and Director of banglanatak.com, India. The organisation not only works for the protection of the rights of women, children and indigenous people but also, he said, “through our actions, we are saving our heritage”. He posed the following rhetorical question: “Why India is so poor when there is so much potential? After all, no one wants to be a beggar.” The

⁸ Note: Producing 1 kg of animal protein requires about 100 times more water than producing 1 kg of grain protein. Animals vary in the amounts of water required for their production. 1 kg of fresh beef may require about 13 kg of grain and 30 kg of hay and 200 000 L of water. In contrast to beef, 1 kg of broiler can be produced with about 2.3 kg of grain requiring approximately 3500 L of water (Pimentel, Pimentel, 2003).

⁹ Anita Roddick (1942–2007) was a human rights activist and environmental campaigner, best known as the founder of The Body Shop.

brilliant but simple idea implemented by Banglanatak.com is based on two pillars: 1) investment in people's skill; and 2) the creation of opportunities. Mr Bhattacharya gave examples of two projects: Naya a Scroll Painters' Village and Gorbhanga a Village of 100 Fakirs. The performance indicators of these projects reveal their success: in both presented villages, monthly income increased. In Naya, it increased from 10 to US \$300, a striking 30-fold increase in a 15-year period only. Mr Bhattacharya highlighted other effects, for example sanitation and electricity development, greater youth participation (no outflow to the city), empowerment of women (income, mobility, education), education of children and opportunities for disabled children. At the end of his speech, he showed a short film¹⁰ and then invited the audience to the Community-led Heritage tourism at Art and Craft Villages in West Bengal, India.

The role of universities in a city's renovation process and in shaping its international brand was the topic of Mr **Tomasz Domański** speech. Mr Domański is Professor of International Marketing and Distribution, PhD, University of Lodz, and Representative of the City of Lodz. By showcasing examples of buildings renovated and/or adapted by universities, he drew attention to the fact that universities can become managers of city's heritage, as is the case in the post-industrial city of Lodz. The city naturally extends the historic function of some buildings enriching it with new elements. Such architectural solutions, which harmoniously link the past to the future, may and should become the trademark of Lodz, he suggested. This concept, which could reasonably be copied and implemented in other cities, should assume a very close collaboration between city administration, universities, domestic and foreign investors, the professor said. He made mention of one of the most important architectural objects in the city centre, namely a complex of former buildings of the Lodz Power Plant (EC). Currently, under the name of "EC1 Lodz – City of Culture", it functions as a cultural institution run by the City of Lodz and the Minister of Culture and National Heritage. He hailed this as an excellent example how an old industrial complex can be reinvented and re-opened, albeit with a completely different destiny. That is why, he explained, the slogan *City Re: Invented* is the main motif of Lodz on its run to become a host of Expo 2022.

Last in chronology but not in importance was the harangue of Ms **Antje Monshausen**, Head of Tourism Watch, Bread for the World, Germany. Her speech entitled *Transforming Tourism* was focused on the need to use tourism for sustainable development. By relying on the resolution adopted by the UN General Assembly on 25 September 2015 named *Transforming our world: the 2030 Agenda for Sustainable Development*, she juxtaposed the state of the world as it is today with the vision of the world of tomorrow (2030). In the vision of the world in 2030, all people have access to water, food, quality education and healthcare; humans have rights; the world is guided by rule of law, and natural resources are used responsibly. All of this, she stressed, would be easier to achieve through tourism, recalling a sentence from the preamble of the *Berlin Declaration on Transforming Tourism* (TT, 2017). She asserted that the transformation of our world would not be possible without the transformation of tourism. She proceeded to highlight the three core principles of Transforming Tourism: 1) Human rights and self-determination of communities must be at the core of every tourism development. This includes the right to meaningful

¹⁰ See the Bengal Tourism Movie (2017).

participation and consultation including free, prior and informed consent on whether, to what extent and in what form tourism takes place. 2) If tourism is developed, it needs to seek a widespread and fair distribution of economic and social benefits throughout the recipient communities, including improving local prosperity, quality of life and social equity. 3) Tourism should be a positive and beneficial experience for travellers and hosts alike in order to act as a force for mutual understanding, empathy and respect. She underscored the main demands to local, national and international governments, such as ensuring participation by civil society and tourism-affected communities at all levels of planning, decision making, business, destination management and in monitoring processes, and reviewing urgently and time-bound the complaint and management structures at UNWTO level. Furthermore, Ms Monshausen presented the principal expectations addressed to the tourism industry, i.e. aligning management processes with all 17 Sustainable Development Goals and the UN Guiding Principles on Business and Human Rights; enabling regular dialogue and exchanges with civil society and local communities, guaranteeing their access to land and resources; consulting stakeholders along the supply chain, including workers; and guaranteeing labour rights, including freedom of association.

- Conclusions of the third session (ICET Conclusions, 2017):
- If we are to keep our natural and cultural wonders for future generations, we should reconcile growth with sustainability, and the expectations of policy makers, tourism investors and visitors with the self-determination of local communities.
- If we wish host communities to take ownership of tourism development, they need adequate education and training which take into account local culture, traditional management of resources and human rights principles.
- The livelihoods of local communities can be advanced, and their identity preserved, only if there is a meaningful participation and consultation process, especially in the phases of planning, implementation and monitoring of tourism development projects.
- Destinations can reinvent themselves if their local population and authorities share a common vision of the place they would like to live in and co-exist with visitors. Urban transformation projects can convert industrial cities into cultural hubs and in turn improve the quality of life for all.
- Customers should understand why hotels need to become more sustainable and what the energy efficiency is all about. Effective and user-friendly communication is key in this process.

Session 4: Companies as Champions of a Responsible Tourism Supply Chain

The last, fourth session of the Congress, moderated by Mr **Pedro Ortún**, Principal Adviser, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission, centred on Corporate Social Responsibility (CSR). Liability mostly concerns advocating human rights, community well-being and environmental protection. Business in tourism, Mr Ortún said, plays an important role in creating of sustainable development: *Better Business – Better World*. Six speakers were assigned to this panel.

Mr **Ireneusz Węglowski**, Vice-President of the Management Board, Orbis SA Hotels, started his speech by giving the audience an introduction to the Orbis Hotel Group (numbers of hotels and a diversified geographical presence). The main goal

that the management has, he said, is to become the best performing and valued hospitality hotel group in Eastern Europe. To achieve this goal, Orbis Hotel Group as a strategic partner of Accor Hotels has introduced a complex CSR programme for hotels, namely the *ACTING HERE Planet 21* programme. The programme is structured around four strategic areas (people, guests, partners and communities) and two priorities (food and buildings). The hotels that want to apply the programme have to commit to the following: to be an inclusive company and ensure the welfare of their *people*; to encourage their *guests* to act as multipliers of the positive effects of their actions; to establish a lasting relationship with their *partners*, who share their commitments and are working with them to produce innovative solutions that have a positive impact; to work hand-in-hand with local *communities* because their commitment does not end at the hotel door. Furthermore, due to the increasing pressure on the environment, special attention must be paid to environmental considerations. Thus, the programme also addresses the need for healthy and sustainable *food*, with a ban on food waste and a move towards carbon-neutral *buildings*. Mr Węglowski stressed that all the commitments must be followed to make continuous progress on sustainable development and Orbis, as a reliable service company and employer, must be a leader in the responsible tourism supply chain.

A *corporate social responsibility* was the core of speech delivered by Ms **Marta Martín**, VP Internal Communications and Corporate Responsibility, NH Hotel Group. At the beginning of her speech, Ms Martín focused on the presence of the NH Hotel Group in the world in 2015 (i.e. 378 hotels, 30 countries and 16 million customers). The group's activities centre on a key ambition: to become a leader in responsible conduct, creating shared value on an economic, social and environmental level wherever the group enjoys a presence. To achieve this ambition, a Corporate Responsibility Policy has been introduced. The policy rests on six pillars: 1) *responsible business* (the business model is based on dialogue with stakeholder groups, ethical commitment, a responsible value chain and partnerships with other organisations); 2) *employees* (investing in employees' professional development, in diversity and equal opportunities and in a fluid communication style to reach each and every staff member); 3) *customers* (providing excellent service with an innovative offering and asking the customers to get involved in ethical, social and environmental commitments); 4) *community* (creating a positive impact in the communities where the group has a presence through responsible partnerships, solidarity projects and cultural support); 5) *sustainability* (investing in the development of sustainable products, a reduction in consumption and the battle against climate change); and 6) *communication* (communicating its commitments through active and transparent dialogue, raising awareness of group-responsible governance among its stakeholders). Ms Martín showed already-achieved goals (e.g. from 2007 to 2014: -69.4% CO₂ emissions, -26.4% energy and -30.6% water consumption) and revealed plans for the immediate future.

A vision for TripAdvisor in the field of Corporate Social Responsibility formed the core of the speech Ms **Helena Egan**, Global Director, Industry Relations, TripAdvisor. She shared that the charitable arm of TripAdvisor Media Group, the TripAdvisor Charitable Foundation, has donated more than US \$25 million to charitable organisations across the world, addressing key humanitarian and societal issues since 2010. The Foundation's mission is to inspire and enable TripAdvisor employees to

volunteer their time and skills for causes they care about and to help strengthen human lives and communities around the world through a variety of grant programs; examples include the Employee Volunteer Grant Program and fundraising for refugee support, notably raising US \$1.4 million for refugee crisis relief, working with Mercy Crops and the International Rescue Committee. Ms Egan highlighted that continuation of actions is a key to success. To that end, TripAdvisor has announced a commitment of at least US \$5 million from the TripAdvisor Charitable Foundation over the period 2016–2018 to alleviate the global humanitarian refugee crisis. However, the refugee crisis is not the only area financially supported by TripAdvisor. The Foundation also provided much-needed financial support for the Central Italy earthquake disaster, 2016 (US \$15,000 to Mission Bambini); the 2013 Boston Marathon (US \$100,000 to the One Fund); the Japanese earthquake and tsunami disaster, 2011 (US \$250,000 to the Red Cross); the Christchurch New Zealand earthquake, 2011 (US \$50,000 to the United States-New Zealand Council 'American Friends of Christchurch' program for the Christchurch earthquake); the Nepal Earthquake disaster, 2015; and Cyclone Pam in Vanuatu, 2015. TripAdvisor also promotes eco-friendly hotels (luxury and budget) to those committed to green practices such as recycling, local and organic food, and electric car charging stations. At the end of her speech, Ms Egan drew attention to the potential of Big Data analysis as a means of understanding the needs of travellers and as an aid to developing a proper and sustainable tourism product.

Sustainable Development at TUI was the main topic of the speech by Mr **Mike Brauner**, Senior Manager for Sustainability, TUI Group. An overview of TUI in the world's market was presented first. Mr Brauner pointed out that TUI has more than 20 million customers from 31 source markets travelling to 180 countries worldwide. The presentation focused on introducing to the audience the TUI Sustainability Strategy 2020 project entitled: *Better Holidays, Better World*. The program has four pillars, which will be achieved by 2020: 1) Step Lightly: Reducing the environmental impact of holidays (by cutting carbon intensity of global operations by 10% and operate most carbon efficient airlines in Europe); 2) Make a Difference: Creating positive change for people and communities (by delivering 10 million "greener and fairer" holidays per year, which enable more local people to share in the benefits of tourism); 3) Lead the Way: Pioneering sustainable tourism across the world (by investing 10 million Euros per year to support good causes and innovative projects in destinations); 4) Care More: Building the best place to work where people are passionate about what they do (by achieving a colleague engagement score of over 80, bringing the organisation into alignment with the top 25 global companies). Mr Brauner noted that sustainable tourism is becoming more popular among TUI's customers. He presented results of a survey according to which 18% of French and 17% of Germans select 'I book environmentally friendly holiday trips' when booking. The results showed that tourists are ready to perform selfless actions to benefit the environment, even at the cost of reducing their comfort levels (68% of holidaymakers). However, he stressed that a large majority (66%) of respondents believed that responsibility for sustainable travel lies primarily with the travel companies rather than with themselves. Concluding, he shared that TUI Group is working on solutions to communicate more effectively about more

sustainable products, to improve the training of employees and identify new ways of approaching the customer.

Ms **Agnès Weil**, Director of Sustainability and Philanthropy, ClubMed, spoke about the partnership of Club Méditerranée Corporate Foundation with Agrisud International, whose main aim is to support local development. Since 2008, the foundation, in collaboration with Agrisud, has been running various projects around the world and, importantly, seeking to actively involve customers. Ms Weil presented a five-point model of action: 1) diagnostic mission (identification of a potential demand and local partners, and selection of supply chains); 2) management and commercial training; 3) agro-ecological training; 4) team involvement (training and connecting local NGOs and the Agrisud representatives); and 5) customer involvement. Presenting results of the collaboration, she shared some key indicators, for example that over a half of a million Euros support 350 “very small businesses” or nearly 2.400 beneficiaries (farmers and their families). Concluding, Ms Weil highlighted that her Foundation implements actions connected with the UN’s Sustainable Development Goals.

The final speech in this session was delivered by Ms **Angelica Mkok**, Head of Social Responsibility, Amadeus IT Group. She spoke about professional supporting communities what can be done through people, technology and global travel. Amadeus – as a leading technology service provider for travel and tourism that operates in 190 countries – provides innovative technology connecting the entire travel ecosystem – travel providers, travel sellers and travellers – at every stage of the journey. Amadeus serves as a bridge between travel providers and travel buyers globally, and thus makes a significant social contribution. All of this is possible through private sector partnerships and collaborations with such giants like Google or IBM, as well as with other development agencies and government entities such as UN Global Pulse or Pan American Health Organization. Concluding, Ms Mkok pointed to one example, from Amadeus, of combining technology with the reach of global travel – resulting in the creation of an opportunity for a sustainable source of funding for UNICEF: a person buying a flight ticket from Iberia, Finnair or Norwegian Air Shuttle is able, in an easy way, to make a donation (between US \$4–25) to save the lives of children worldwide.

Conclusions of the fourth session (ICET Conclusions, 2017):

- Tourism companies can make a major contribution to the 2030 Sustainability Agenda. They can reduce inequality, contribute to the wellbeing of its customers, workers and host communities, provide decent jobs, ensure food security, promote sustainable consumption patterns and initiate local partnerships.
- Besides caring for the environment, companies also need to address the issues of diversity at work place, the empowerment of women and youth, the protection of children, humanitarian crises, disasters, as well as their own employees’ direct involvement in the communities in which they operate.
- The tourism industry should stand up against any form of exploitation of human beings, advocate for rights of children and train its staff to recognize and report any suspicious case.
- CSR pays out. It can attract new profiles of customers, improve the credibility of businesses, help revise their supply chain, make the employees take pride in their work and contribute to the society.

Summary and conclusions

Can an ethical approach to tourism bring development, prosperity and well-being to all stakeholders? The speakers presented numerous examples of how an 'ethical tourism approach' can be applied.

The aim of the first session was to explore policy frameworks and governance models that can lead the stakeholders to a sustainable, responsible and ethical development. The five government representatives presented ideas implemented in their countries in regard to sustainable tourism development. Professor Font maintained that marketing is responsible for many of the impacts, positive and negative, in a tourist destination.

The second session focused on the importance of enabling all people – whatever their socio-economic status – to experience travel and tourism. The maxim adopted was *Tourism for All*, given that demand goes beyond the well-known special needs, i.e. mobility requirements, visual and/or hearing impairments or learning difficulties. Other limitations, it was argued, should be addressed, too. A key question was whether equivalence should be made among being tired, old or pregnant, allergic, and having language difficulties; if so, was this 'a moral matter', 'a practical matter' or just the correct response? Did one need to agonize about the obvious? The speakers were resolute that *Tourism for All* is not only a moral duty but also a good business principle – it brings prosperity.

The third panel of the Congress was focused on enabling destination places to preserve their natural and cultural resources for future generations and boosting their economic potential to ensure a quality visitor experience. This session sought to bring together ecology, culture and economy to support sustainable development for tourism rules. The idea implemented by *Banglanatak.com* is especially worth mentioning because it is based on two fundamental pillars, i.e. investing in people's skills and creating opportunities. Brilliant in its simplicity.

The last, fourth session of the Congress centred on Corporate Social Responsibility (CSR). The speakers highlighted the linkages between ethical business practices, innovation, completeness and the overall service quality. They all conceded that the tourism industry should share profits with those who have needs (e.g. if a natural disaster occurs in an area where a firm operates). In addition, there should be a responsible tourism supply chain (e.g. by buying food from local suppliers). The point was to raise awareness among customers of responsible consumption habits and informed decision-making in travel and tourism.

General conclusion (ICET Conclusions, 2017):

- The International Year of Sustainable Tourism for Development is a great occasion to raise awareness of the major contribution of tourism in tackling a wide array of global environmental and social issues. It also represents a platform for showcasing best practices on how these challenges are already being addressed by the governments, the industry, the civil society and individuals.

Additional consideration

The idea of sharing responsibility for the dark side of tourism by all stakeholders sounds wonderful. But what does that mean? France advertises the fact of penalties for paedophilia on buses and on signs at Paris airports. Poland turns a blind eye to strip nightclubs, which have sprung up very fast at nearly every market square and which are frequently visited by tourists. The gala dinner for participants of this congress was held at the magnificent upper-floor museum in the Kraków Cloth Hall (Polish: Sukiennice), and there, among the artworks of partitioned Poland with the famed Prussian Homage by Jan Matejko, the organisers served sushi. Is that effective 'sharing of responsibility'?

Each of us is a tourist and change should come from within ourselves. Many scholars note that when on holiday, tourists behave more freely and differently from how they behave at home (Kozak & Tasci, 2005) – they are in the 'play mode' (Reisinger & Turner, 2003). Many tourists not only do not respect the social and cultural values of the host communities but they also, which is even more important, treat the trip as an exemption from the obligation to respect the customs and moral norms prevailing in their own living environment (Apollo, 2015).

So, if you want to change something, then be more ethical in your tourism, whether you are a tourist, or you run a tourism-related business. As the Secretary-General of the United Nations Ban Ki-moon (2012) once said: "Everyone has a role in sustainable tourism. Every action counts. This year, one billion international tourists will travel to foreign destinations. Imagine what one act multiplied by one billion can do." Or, in the words of the already-quoted Anita Roddick⁹: "If you think you are too small to have an impact, try going to bed with a mosquito in the room!"

Concluding, if you want to change something, start from within yourself – that is the big picture.

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Can an ethical approach to tourism bring development...

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