

MAKING A  
DIFFERENCE

EXPERTISE AT THE GRIFFITH  
INSTITUTE FOR TOURISM

# SUSTAINABLE TOURISM

PREPARED BY  
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PASSION LED US HERE

## WHAT WE DO

The program builds on a long tradition of environmental research at Griffith University and connects with experts from a range of other disciplines, including climate science, ecology and marine science

It always seems impossible until it's done.

NELSON MANDELA

The Sustainable Tourism research program at the Griffith Institute for Tourism advances knowledge in the area of ecotourism, nature conservation, resource efficiency, climate change, community participation, equity, planning and impact management.

This program addresses the tourism impacts that occur in some of the most vulnerable locations on our planet, including World Heritage Sites, small island states and coastal environments.

The aim of our research is to help the tourism sector to become more sustainable (economically, environmentally, socially and culturally), and enhance resilience to major pressures, such as climate change, resource depletion or overtourism.

CLIMATE  
CHANGECommon Agenda for  
Climate Action

## RESPONDING TO CLIMATE CHANGE

Our research and consulting work involves:

- Carbon footprinting analyses and resource use in tourism businesses and destinations.
- Climate change strategy development.
- Carbon offsetting – understanding the market and customer needs.
- Energy use and water-energy nexus.
- Increasing the resilience to extreme weather events and natural disasters.

Climate change is one of the biggest challenges for our planet. The tourism sector has been recognised as one of the most vulnerable and least prepared. Our research helps tourism to respond to climate change by understanding exposure and vulnerability to climate change risks, and by promoting decarbonisation of operations and travel.



## MORE THAN AN INDUSTRY

Humankind will need  
50% more food, 40%  
more energy and 30%  
more water between  
now and 2030

- We work with destinations and communities to develop sustainable tourism strategies and action plans.
- Our research helps provide tools for measuring the impacts of tourism.
- We are using innovative technologies to understand destination impacts.
- We provide training to stakeholders involved in sustainable tourism.

Tourism is not just a business activity. Tourism involves people: hosts, guests, travellers, communities, and residents.

Careful planning is required to ensure that destinations reap the benefits from tourism without undermining their own long-term survival.

### GLOBAL SUSTAINABLE TOURISM DASHBOARD

Introduced to senior national government tourism planning & policy representatives from Bhutan, Cambodia, Fiji, Laos, Maldives, Mongolia, Myanmar, Papua New Guinea, Philippines, Pakistan, Sri Lanka, Vietnam.

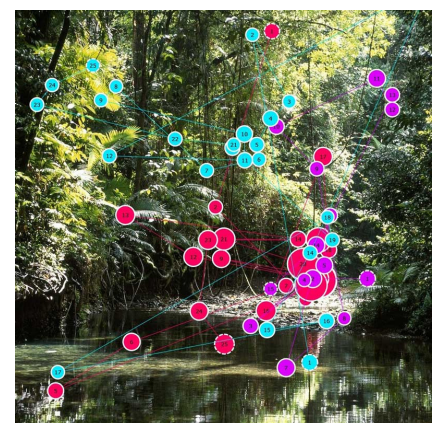
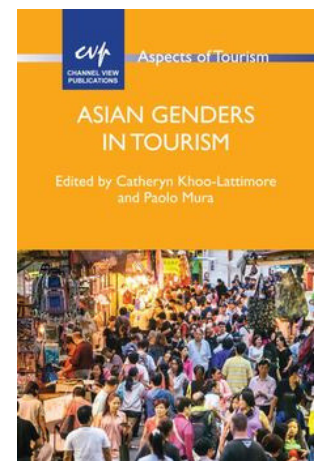


## SUSTAINABLE EXPERIENCES

Empowering the traveller to make sustainable choices is a key ingredient to achieving positive outcomes from tourism.

At the Griffith Institute for Tourism we develop new knowledge and tools that helps to:

- Address the gender gap in tourism.
- Understand the needs of Female Travellers.
- Work with indigenous groups to develop innovative tourism products and experiences.
- Use novel technology, such as eye tracking and heart rate measurement, to understand the emotions associated with tourist experiences.
- Use positive psychology to work with businesses and tourists to 'see things differently'.
- Understand the connection between physical health, mental health and travel experiences.
- Work with businesses to find ways for engaging customers in pro-environmental behaviour.





WORKING  
TOGETHER

# A PARTNERSHIP APPROACH

Achieving sustainable tourism outcomes can only be done by working together. We collaborate with leading institutions globally to bring together the best research teams. We also work closely with industry leaders and international organisations, such as the United Nations World Tourism Organisations, the World Travel and Tourism Council and the Pacific Asia Travel Association.



SUSANNE BECKEN

The Griffith Institute for Tourism brings together the expertise of 30 researchers and 40 doctoral students in tourism, hospitality and events. It is the largest of its kind in Australia and has been ranking amongst the leading research providers in tourism globally. Find out more:  
<https://www2.griffith.edu.au/institute-tourism>



KARINE DUPRE