



天津外国语大学(天外)
**Tianjin Foreign Studies University
(TFSU)**
Geoeconomics and Regional Development

Online class starts at 08:00
(Beijing Time, GMT+8)

Ivan Monich, PhD
February 20, 2023

Agenda for the first online class

1. Teacher introduction
2. Syllabus overview
3. First lecture.
4. The first seminar



1. Teacher's introduction

Ivan holds PhD in Economics; he is a researcher with a special emphasis on cross-border tourism in Europe and Asia, From January 2021 is the Federal Expert of the Russian Agency for Strategic Initiatives in the Regional Tourism Development Council.

Ivan has an experience in leading an international tour operator company and aims to bridge the academic and business worlds together to benefit the local society.



Welcome

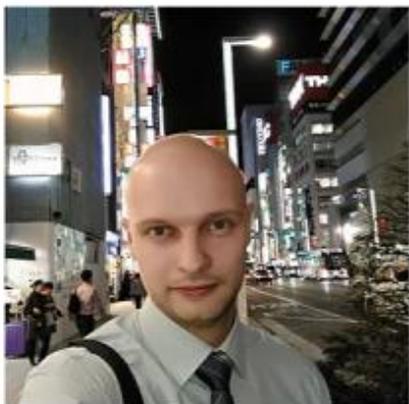
Publications

CV

Mass Media

Projects&Grants

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[Download CV in PDF](#)

Ivan Monich - Sustainable Tourism Researcher

Ph.D. in Economics, Docent

Current position: Visiting Researcher at Umea University, Umeå, Sweden

Previous position: Associate Professor at the Economics and Management Department, Transbaikal State University, Chita city, Russia

Previous position: Senior Lecturer at Tourism department of Nanning Normal University, Nanning city, China

Previous position: Visiting Researcher at Umea School of Business and Economics, Umeå University, Umeå, Sweden

Languages: English (fluent), Russian (mother tongue), Chinese (HSK 4)

Research interests: sustainable tourism, innovation in tourism, tourism economy, cluster approach, cross-border cooperation with China, marketing.

You are welcome to write me a message in the following social networks, by clicking the corresponding icon



You can write the message directly from this page by filling the form below

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| <i>Your name *</i> | <i>Message</i> |
| <i>Email *</i> | |

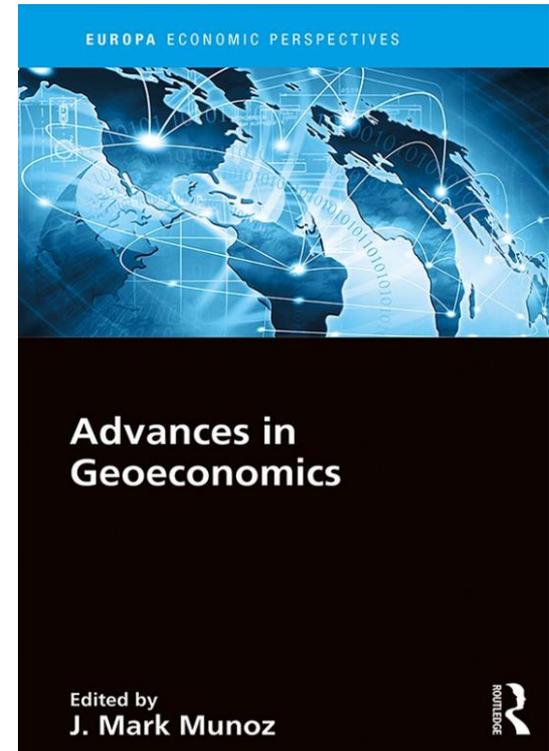
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2. Syllabus

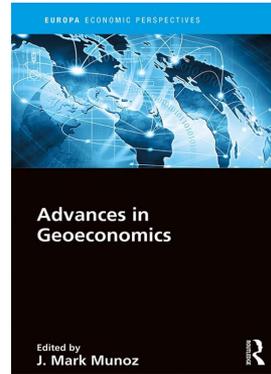
SYLLABUS for the discipline:

“GEOECONOMICS AND REGIONAL DEVELOPMENT”

The main scientific and methodological as well as didactic task is through the discipline “Geoeconomics and Regional Development” let students obtain the required minimum of systematic and logically consistent knowledge of basic conceptual apparatus as well as of the most important issues and trends in the development and **spatial** location (cluster) of the **productive forces** in the world and national economy.



2. Syllabus

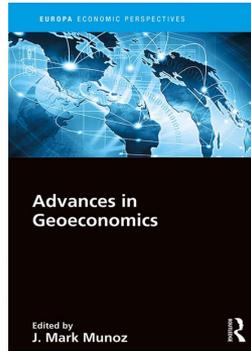


“Geo-economics and Regional Development” as a fundamental discipline provides the necessary knowledge in the following areas:

- basic laws and principles of the territorial location of the productive forces in the national and world economy. Localization theories and regional growth in a market economy;
- modern approaches and methods of economic evaluation of natural and resource potential and the main load flows. The influence of the natural complex on the structure and the regional development of the world economy;
- geo-economical and regional analysis of the contemporary global issues (raw materials, energy, demographics, food and environmental issues); **sustainability, sustainable development**
- methods and models of the **spatial** (special) analysis (optimal territorial concept), territorial optimum; modeling and complex development of the urban territories; regional, economic, social and environmental efficiency;
- geo-economics and regional economic policy and the Latin American, AsiaPacific, Eastern European, Western European and North American regions;
- regional government structures, local administration and local self government in a market economy. DMO = Destination Management Organization (Tourism Industry).



2. Syllabus



- Resource potential and economic restructuring. Industry of the experience. Transiting economy and dormant consumers – pro-consumers economy.
- Geo-economic challenges of the global technological change. Globality, global forces and globalism. Comparison of the Worlds - realism, economy and forecasts.
- The status of the world in the late twentieth century and the early twenty-first century and the end of the modern. Multi-polar and multi-civilization world.
- 2007-2008, 2009, 2014, 2020, SWOT



2. Course preliminary content

| № | Topic | Number of classes |
|---|--|-------------------|
| 1 | Essence, object and tasks of the Geo-economics and Regional Development as a science and a scientific discipline. Milestones in the development of the geo-economic knowledge. | 2 |
| 2 | Factors for the territorial distribution of the productive forces. Space and territory. Opportunities for optimal development of the territory – effectiveness, location and development of the spatial patterns and the political systems. | 2 |
| 3 | Geo-economic assessment of the world natural resources. Development of the raw material and natural potential of the countries. Assessment of global problems of the development. | 2 |
| 4 | The processes of globalization and regionalization in terms of the spatial development of the modern national countries. Analysis of the defragmentation, integration, cohesion, diversity and convergence of the geo-economic structuring of the world. | 2 |
| 5 | Geo-economic dimensions of the demographic problems in the world. The human factor in the world economy. Socio-economic characteristics of the population. Migratory movements of the population. | 2 |
| 6 | Basic theoretical and methodological issues of Geo-economics. Methods for analysis and evaluation of the territory and the surrounding environment. Schools and doctrines. | 2 |
| 7 | Basic processes for the emergence of the settlements in the modern world. Geo-urban models and theories about the social and economic characteristics and functions of the villages and towns in the twentieth century. | 2 |
| 8 | Key trends in the developments as well as in the branch and territorial structure of the world economy. Importance of the national economy for the geo-economic development of the countries. Fundamental parameters and characteristics. | 2 |

| | | |
|----|--|---|
| 9 | Functioning, development and evaluation of the potential of the national economy in the terms of integration and regional development. State regulation and territorial distribution of the productive forces in Bulgaria. Essence of the regional economic policy in Bulgaria. | 2 |
| 10 | Structuring of the contemporary geo-economic centers of development in the world. Specific features of the processes and nature of the development of the industrial and economic zones in the world. | 2 |
| 11 | Geo-economic aspects of the development of agriculture as well as of the problems related to the supply of food in the world. Formation of the major commodity flows and major markets. Development of the agricultural technologies. Major groups of agricultural products. Development of the agricultural production. Subsidies and investments. | 2 |
| 12 | Geo-economic development of the tourism. Character of the tourism as an engine of the geo-economic development. Peculiarities in its structure and major stages in the development of the tourism. Main tourist regions and travel directions. Trends in the development of the tourism. | 2 |
| 13 | Character and importance of the infrastructure for the geo-economic development of the economy. Status, trends and development of the infrastructure in the contemporary national state. Development of the transport, telecommunications and the infrastructure corridors as factors for the development of the transport networks, roads, air corridors, canals, pipelines, bridges, tunnels, waterways and other. | 2 |
| 14 | Regional development and regional policy of Bulgaria. Territorial and administrative structure planning of the national territory. Regional imbalances, regions with industrial decline, target regions, planning regions. | 2 |
| 15 | Development of the modern geo-economic world. World geo-economic zones and regions. American Economic Area, European Economic Area, Asian Economic Area and the rest of the world. New geo-economic configurations, vectors and axes. New geo-economic concepts. | 2 |
| 16 | Structure of the geo-economics and regional development and its place in the system of the economic sciences. Concepts about social, natural and technogenic environment. Basic laws within the social and natural environment. | 2 |
| 17 | Theoretical and practical and applied tasks. Scientific methods and research tools in Geo-economics and Regional Development. Factors concerning the territorial distribution of the productive forces. | 2 |
| 18 | Nature and characteristics of the spatial localization process. Factors concerning the territorial distribution of the productive forces as well as the territorial concentration of the productive forces. Methods and models for the territorial location of the production forces. Regional economic policy in the highly developed and developing countries. | 2 |

| | | |
|----|--|---|
| 19 | Energy and mineral resources. Quantitative and qualitative assessment and territorial location: coal, oil and natural gas, ores of ferrous and nonferrous metals. Structure of the resources. Main markets and freight flows. Non-conventional energy sources. | 2 |
| 20 | Origin of the human beings, human races and racial theories, ethnic and national composition. Evaluation of the contemporary demographic policy and territorial distribution of the population in the world. | 2 |
| 21 | Socio-economic character of the settlements. Morphological, quantitative and functional classification of the settlements. Geo-economic base of the cities. | 2 |
| 22 | Formation, development and regulation of the urban agglomeration. Analysis of the natural resource and demographic potential. Evaluation and analysis of the non-production sphere and the environmental condition. | 2 |
| 23 | Main trends in Geo-economics after the end of the Cold War. Ideas of Krugman, Neklesa, Luttwak, Severin, Jeanneau, Lorot, Taylor and others. New limits and geometry of the modern civilization. | 2 |
| 24 | Geo-economic structuring of the development and spatial location of the industry and energy in the modern national economy. | 2 |
| 25 | Geo-economic development of the chemical, construction and timber industries in the modern national economy. | 2 |
| 26 | Assessment and analysis of modern development of the infrastructure and transport in the global economy. Railway network in the world economy. Road and sea transport. Major shipping routes and channels. Main ports. Air transport. | 2 |
| 27 | Problems of the sustainable development of the world – problem with the food supply. Raw materials problem and environmental problem. Approaches for the integrated management of the territory. Impact assessment. | 2 |
| 28 | Main problems of the integration groupings such as NAFTA, MERCOSUR, NATO, OPEC, ASEAN and others. Opportunities for their geo-economic development. | 2 |
| 29 | Geo-economic problems of the European Economic Area and the Mediterranean basin. Regional development and policy. Balkan, East European and West European regions. Scandinavian region and the Commonwealth of Independent States. | 2 |
| 30 | Regional Policy of the European Union. Regional integration, regionalization, anti-concentration, structural measures, cohesion, convergence, subsidiarity. | 2 |



Expected Learning Outcomes.

The students will gain:

- knowledge about the fundamental principles of Geo-economics and Regional Development as well contemporary strategies for their application;
- skills and knowledge to perform geo-economic and regional analysis of the contemporary global problems.

The course will provide the following key points:

- knowledge and skills – the students will get basic knowledge and expertise about the nature of Geo-economics and Regional Development, regional economic integration, **cross-border cooperation**, the functioning of the European Union as well as application of analyses related to the assessment of the territory and the development of the economy.
- skills - students will gain methodological and practical skills and ability to develop programs for geo-economic development, cross-border cooperation as well as for setting the priorities and objectives of **the regional policy** and regional cooperation in geo-economic plan.



Lecture 1

Sustainable Development & Geoeconomics

- The lecture has two parts. The first part is dedicated to the theoretical background and framework of sustainability **and its applications to tourism.**
- The second part shows the practical case of the Chinese-Russian cross-border sustainable tourism development. This practical case-study illustrates the thirty-year history of entrepreneurship between two neighboring regions in the tourism industry and the **cross-border geoeconomic collaboration** supported by the government of two countries. 满洲里 is a district in 呼伦贝尔市.



5-minute break.

First part

Theoretical part.

- The definitions for Sustainability.
- The Sustainable Tourism.
- Sustainable Marketing.
- Sustainable tourism (why tourism) and links to the geoeconomics (Macro)
- Sustainability (why sustainable development) (Macro)



Why is Tourism industry a good example for tracing the economic policy nowadays? Here are some examples: Chinese Government supports the tourism industry by its fiscal policy

source: UN WTO dashboard

The screenshot displays the UN WTO dashboard interface. At the top, there is a navigation bar with icons for Fiscal Policy, Monetary Policy, Jobs and Skills, Market Intelligence, Public-Private Partnerships, Restarting Tourism, Domestic Tourism, and Others. The main content area is divided into two panels. The left panel, titled 'By country/institution', features a search filter for 'Country' and a list of countries with checkboxes. 'China' is selected, and a world map highlights China. The right panel, titled 'Fiscal Policy', shows the details for China, including a description of government measures and a list of specific policies. At the bottom of the right panel, there are buttons for 'Additional resources', 'Download pdf', and 'Disclaimer'.

Fiscal Policy Last updated 15. Mar. 2021

China

The Chinese government has asked banks to extend the terms of business loans and commercial landlords to reduce rents.

- Refunding travel agencies: Since early Feb., the Ministry of Culture and Tourism asked local authorities to give travel service quality deposit back to travel agencies. By now, over 25,000 travel agencies got refund of 6.37 billion RMB (905 million USD), which greatly relieves pressure of the cash flow.
- Enhancing policy support: The Ministry of Culture and Tourism approached ten other departments including the National Development and Reform Commission, Ministry of Finance and the People's Bank of China, trying to integrate cultural and tourism in the targeted sectors for financial support and taxes deduction. The Ministry allocated funds to support discounted loans for local projects and instructed local administrations to assist medium, small and micro-enterprises. A special column on epidemic control was set up on the website of the MCT so that enterprises are well informed of and have proper access to relative policies.
- Improving infrastructure: After consultation with the National Development and Reform Commission, the MCT identifies the first set of 346 construction projects in 2020 which will be funded by the central budget. In addition, local governments of all provinces, municipalities and autonomous regions carried out various policies and measures in support of enterprises in tourism sector in terms of funding, financial assistance, tax

Download the PDF to follow the links mentioned in the text

Additional resources Download pdf Disclaimer

Expected learning outcomes

After attending this lecture you should be able to:

- understand of the modern concepts of sustainability.
- define sustainable tourism.
- know the four capitals of sustainable tourism
- explain Economic sustainability, Social sustainability, Cultural sustainability, and Ecological (Environmental) Sustainability



Plan of the lecture

1. Theoretical part.
 - The definitions for Sustainability.
 - The Sustainable Tourism.
2. Practical part. Case of the Chinese-Russian cross-border sustainable tourism development
3. Quiz: Do you know where is the biggest Russian nesting doll (套娃) located?

Conclusion

Q&A section.



Tourism economy before the pandemic

Tourism was one of the largest and fastest growing economic sectors in the world. According to the World Tourism Organization (1), **1.32 billion people** travelled to a foreign country in 2017 and this number was expected to reach at least **1.8 billion in 2030**. Tourism accounts for **9% of the world GDP** and generates one job out of 11: it is, therefore, a key driver of socio-economic regional development, creating wellbeing for communities.

It is also an integral part of the lifestyle of much of the societies and provides tourists with experiences for their personal growth

¹ UNWTO, "2017 Report" May 2018.



2.1 Describing the economic impact of tourism

Figure 1.2 Significance of tourism in the world's economy (Source: World Tourism Organization, 2016b: ©UNWTO 92844/20/16)



WHY TOURISM MATTERS



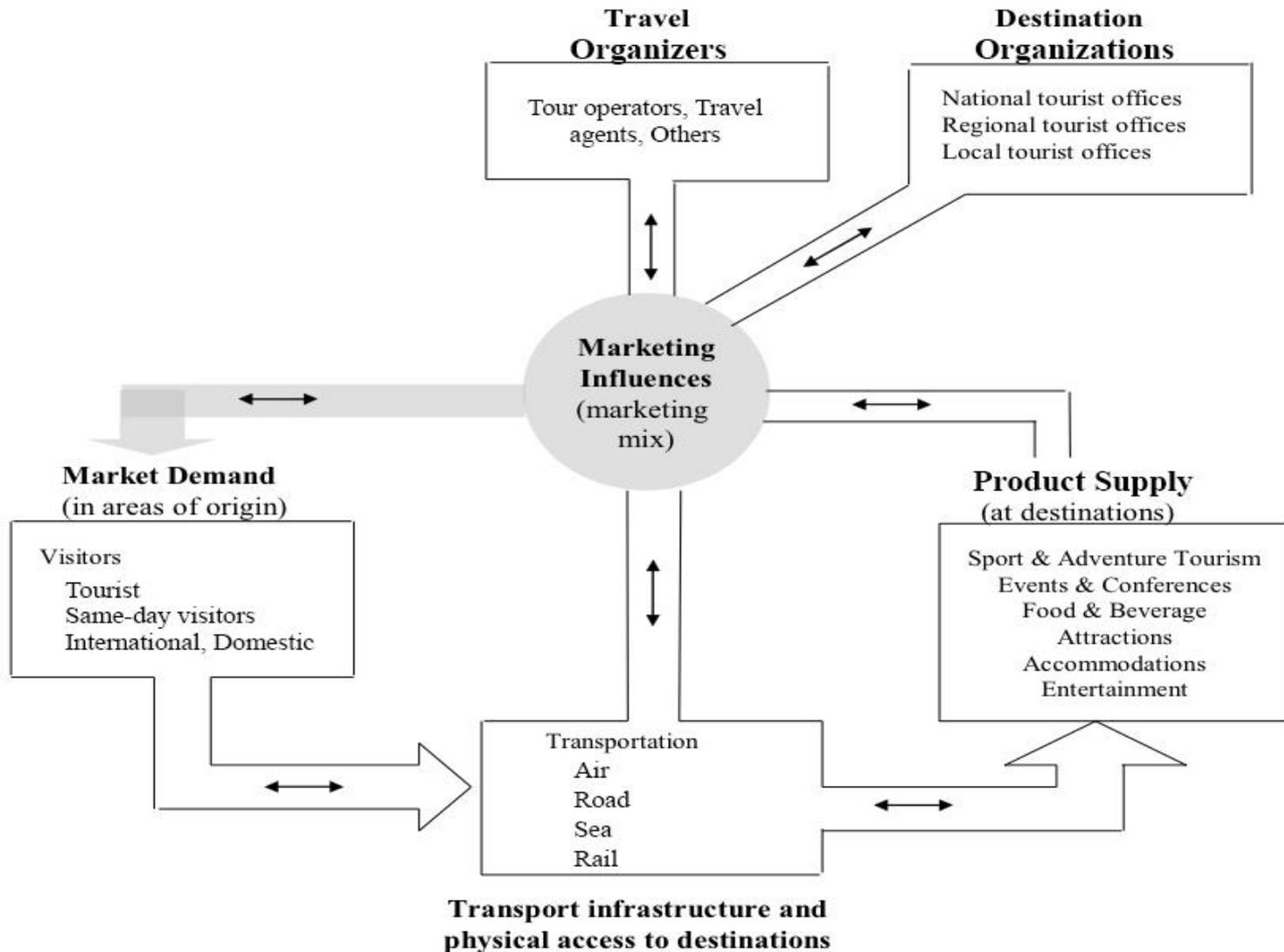


Travel Pays

HOW MONEY TRAVELS



The Systematic Links between Demand and Supply: The Influence of Marketing



Tourism economy before the pandemic, part 2

All indicators confirm that the tourism industry has consistently continued to grow despite the economic crisis that affected many regions of the world in the last ten years. Global expenditures on travel increased by more than 100% between 2000 and 2016.

The market is expected to grow steadily for the next years, as it has grown at the average pace of 4% in the last 7 years.



Tourism in 2020

UNWTO World tourism dash board

INTERNATIONAL TOURISM AND COVID-19

A compilation of data on country, regional and global level on the impact of COVID-19 on tourism, alongside an impact assessment on the economic impact of COVID-19 crisis on tourism.

The dashboard includes data on:

- International tourist arrivals
- International tourism receipts
- Vulnerability of destinations
 - Tourism as share of GDP
 - Tourism as share in total exports
 - International tourism as share of total tourism (including domestic)



Tourism in 2020



The image shows a night-time aerial view of a city skyline with illuminated buildings and a body of water. Overlaid on this is a semi-transparent dark blue dashboard interface. At the top center is the UNWTO logo, which consists of a globe icon above the text 'UNWTO' and 'World Tourism Organization'. Below the logo, the title 'UNWTO GLOBAL TOURISM DASHBOARD' is displayed in large, white, bold, sans-serif capital letters. Underneath the title, there are four dark blue rounded rectangular boxes, each containing a white bullet point. The bottom right corner of the dashboard area features the text 'Last update: 28/01/2021' in white.

UNWTO
World Tourism Organization

UNWTO GLOBAL TOURISM DASHBOARD

- 2020 Tourism Results - By region and by country
- Monthly and YTD change of International Tourist Arrivals - in relative and absolute terms
- Most vulnerable destinations
- Impact assessment - COVID-19 and previous crises

Last update: 28/01/2021

Tourism in 2020 World



Results by region

Results by country

Tourism Results

This page provides an overview of tourism results (International Tourist Arrivals) on a global and regional level as well as by country groupings.

To see results by country, switch to **Results by country**.

Show results for the World



Region

All

OR

Group

All

Selected region
World

International Tourist Arrivals

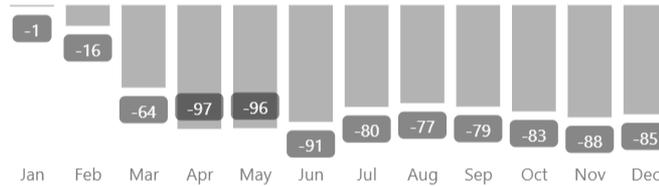
YTD change (%)

-74

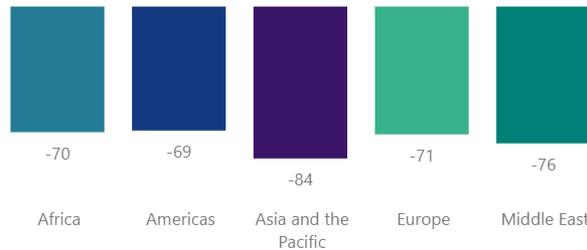
YTD available

January - December 2020

Change by month (%)

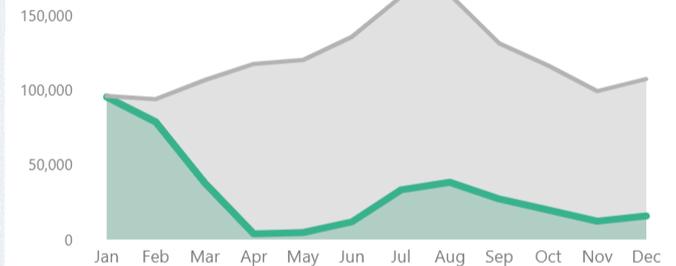


YTD change by region (%)

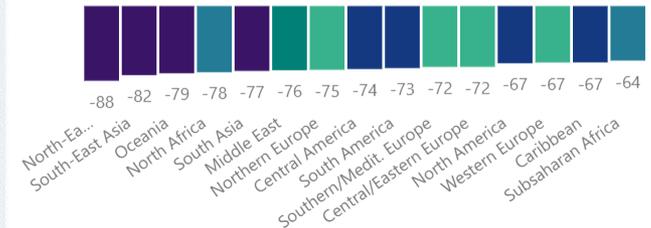


International tourist arrivals (thousands)

● Current year (2020) ● Previous year (2019)

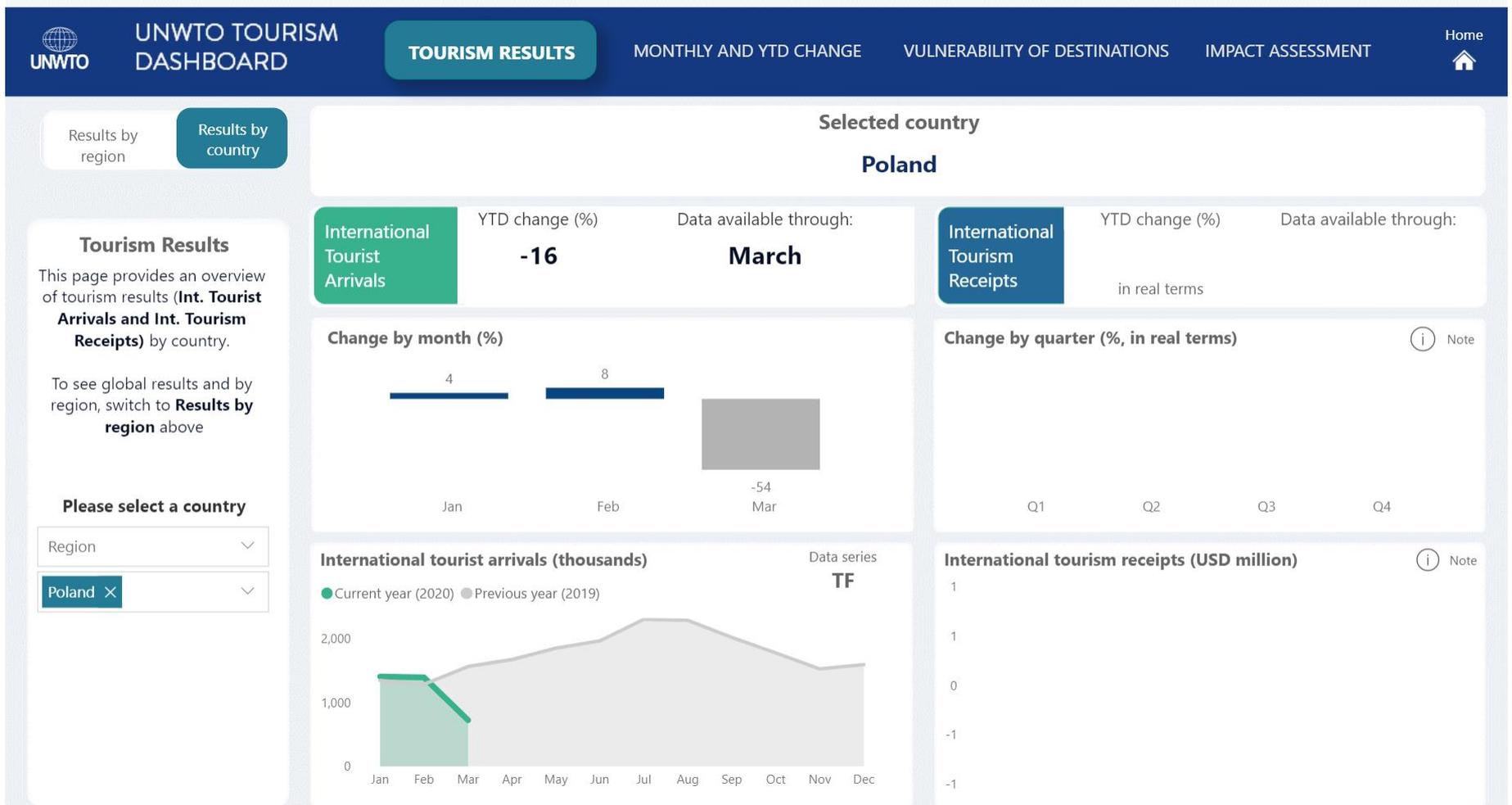


YTD change by subregion (%)



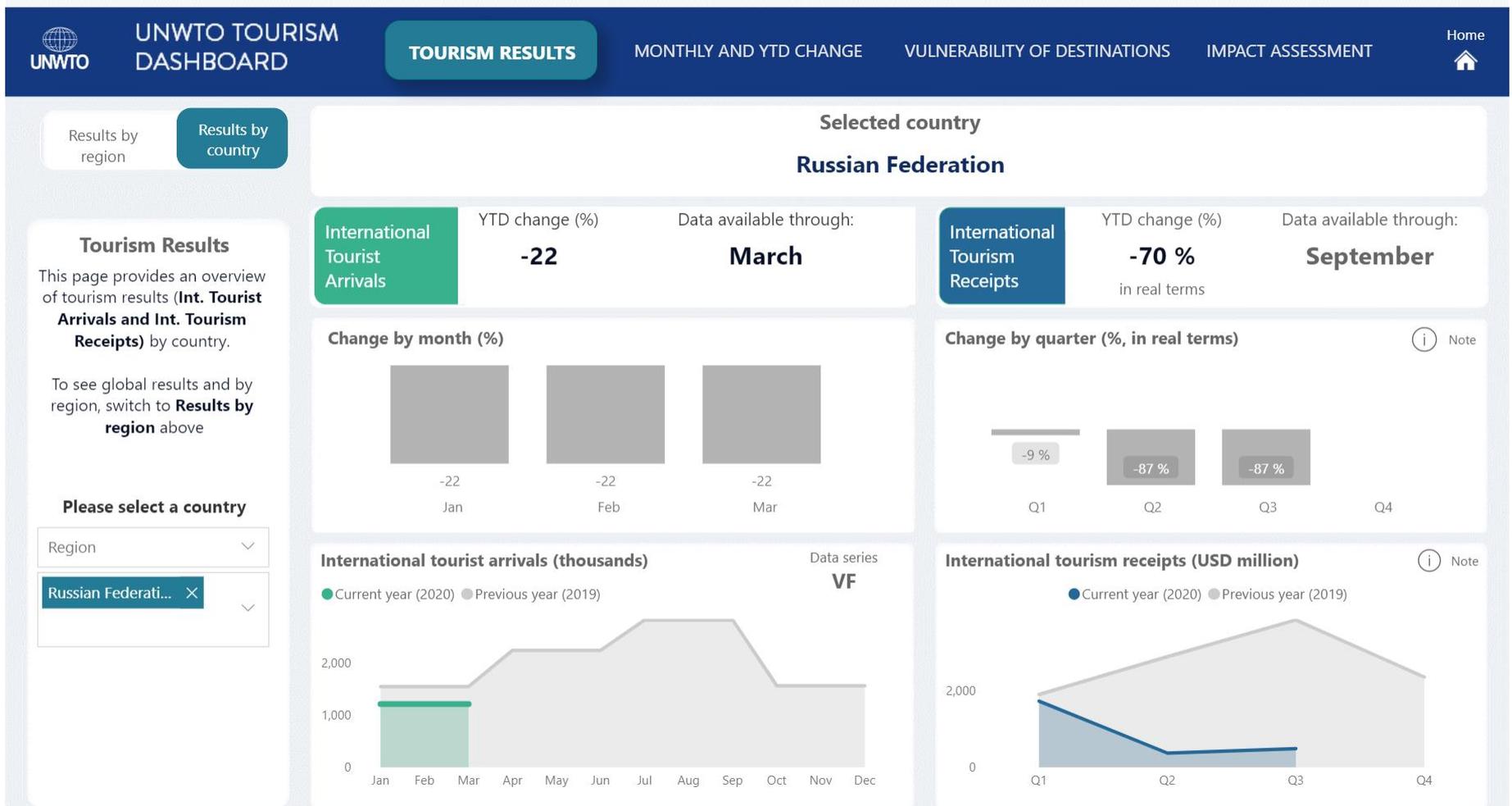
Tourism in 2020

Poland

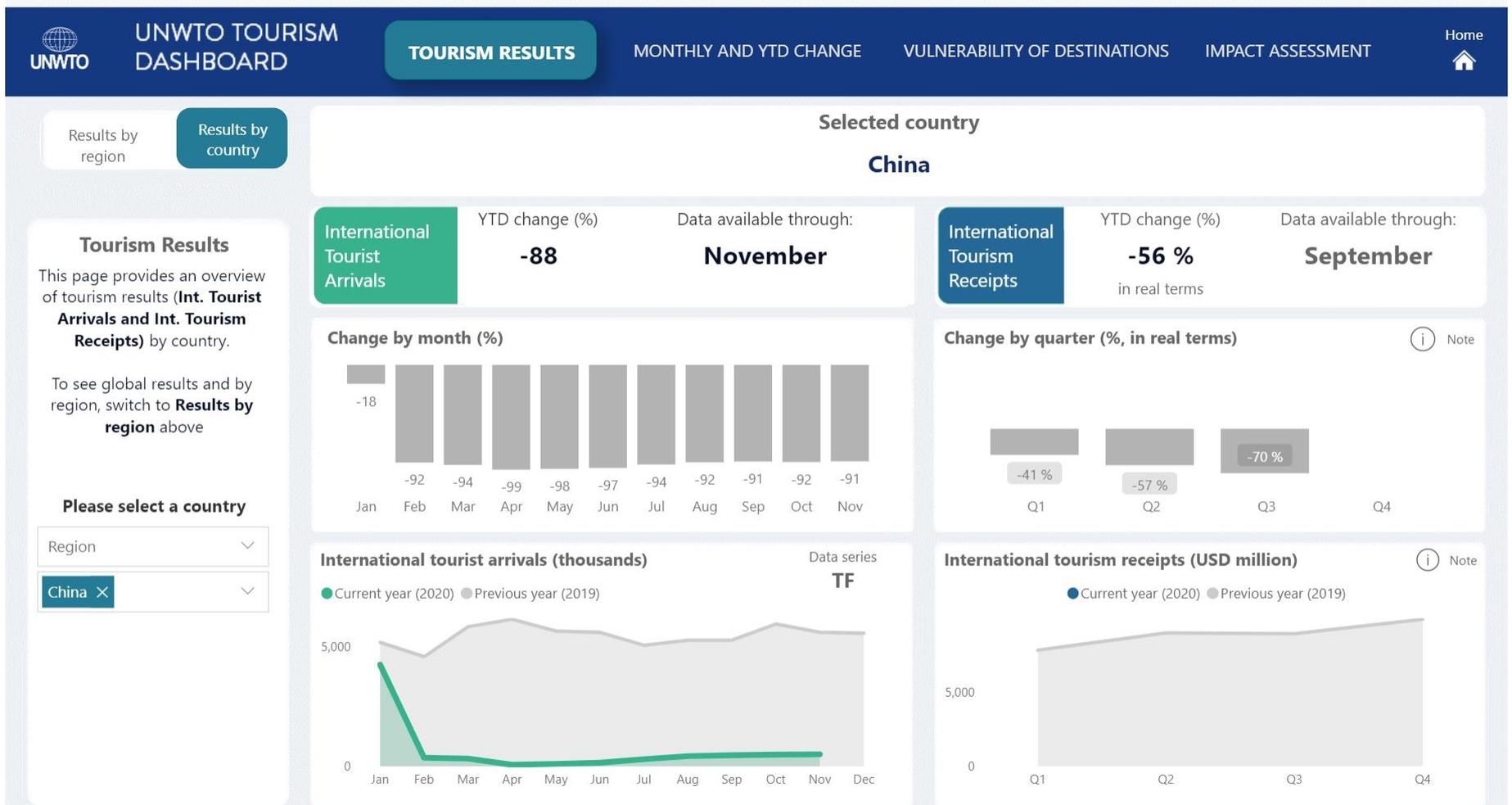


Tourism in 2020

Russia

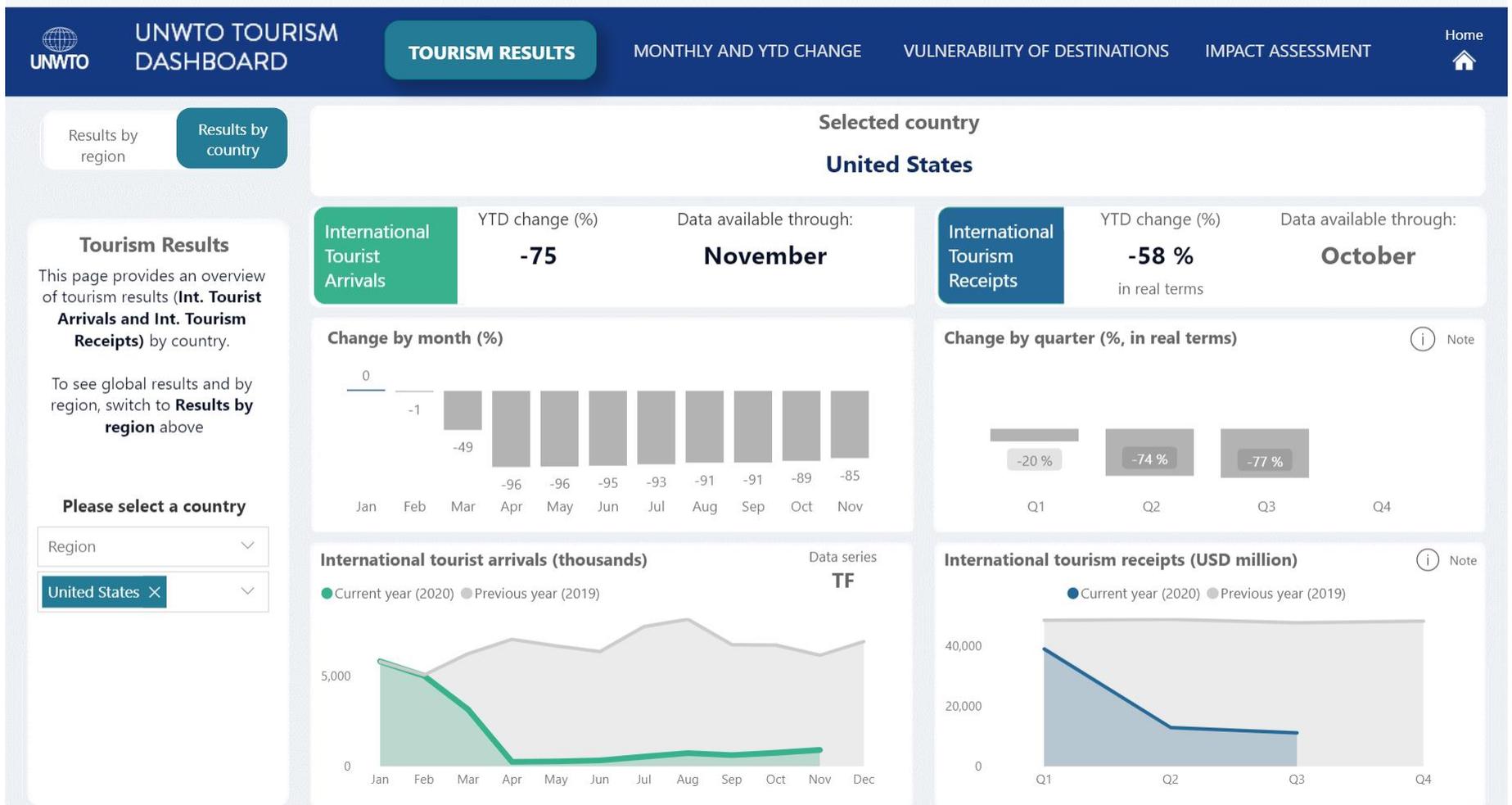


Tourism in 2020 China



Tourism in 2020

The USA



Chinese Government supports the tourism industry by its fiscal policy

source: UN WTO dashboard

The dashboard features a navigation bar with icons for Fiscal Policy, Monetary Policy, Jobs and Skills, Market Intelligence, Public-Private Partnerships, Restarting Tourism, Domestic Tourism, and Others. The main content area is titled 'Fiscal Policy' and is last updated on 15. Mar. 2021. It displays a list of countries with 'China' selected. The text describes various measures: extending business loans, refunding travel agencies, enhancing policy support, and improving infrastructure. A 'Download the PDF' link is provided at the bottom of the text.

Fiscal Policy Last updated 15. Mar. 2021

China

The Chinese government has asked banks to extend the terms of business loans and commercial landlords to reduce rents.

- Refunding travel agencies: Since early Feb., the Ministry of Culture and Tourism asked local authorities to give travel service quality deposit back to travel agencies. By now, over 25,000 travel agencies got refund of 6.37 billion RMB (905 million USD), which greatly relieves pressure of the cash flow.
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[Download the PDF to follow the links mentioned in the text](#)

[Additional resources](#) [Download pdf](#) [Disclaimer](#)



Tourism economy after the pandemic

Our analysis of the UNWTO reports and dashboards, other relevant data available in the 2018 edition of “OECD Tourism Trends and Policy” published by the Organisation for Economic Co-operation and Development shows that some trends will be still in the focus of tourism development. Let’s consider after pandemic’s **tourism trends and megatrends.**



Tourism Trends and Megatrends

A number of different factors will affect societies in the coming years, which will have to be taken into consideration to prepare for the next challenges in the tourism market. It is therefore interesting to name some of the so called “megatrends” which are studied by experts and comparing them to the projected demand and offer of tourism in the near future:

- Demographic changes
- **Sustainability**
- New technologies (VR, IT in booking, augmented reality,...)
- Travel behaviour (QR)

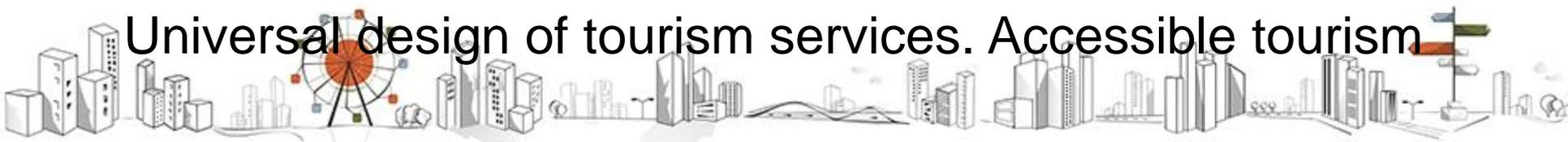
Regarding demographic changes

Regarding demographic changes, the share of people over 60 years of age in the global population is expected to nearly double over the next 35 years.

As people become older it is very likely that they will develop various impairments and therefore will have additional access requirements. As such, the travel market for older people is likely to grow substantially and infrastructure and support services will have to be tailored to accommodate this increased demand.

* Swedish experience. Hotel chain. Scandic

Universal design of tourism services. Accessible tourism



New technologies

New technologies continue to change the way tourists plan and experience travel. Digitalisation is transforming the sector, and peer-to-peer/shared usage platforms will likely continue to create new market places and business models TripAdvisor. The tourism sector is likely to feel the impacts of automation and integration of machine learning in the workforce qunar.com, 去哪儿, elong, ctrip, . . . and in fact technology is already changing the consumer face of tourism in some sectors (**hotel front desk, airport check (my experience)** in, etc.)



10-minute break till 10:00

Travel Behaviour

Lastly, Travel Behaviour will be affected by a range of internal and external factors over the next 20-25 years, presenting opportunities and challenges for industry and policy makers. The sheer growth in visitor numbers, safety and security concerns, perceptions of travellers, changes in customs and immigration policies, transport innovations (**Segway excursions in European capitals are common now**), access infrastructure, and **aviation regulations** (COVID-19 test results are needed to board the international flight), are just some of the issues likely to affect the movement of people (**Pandemic**).



What is Sustainability and Sustainable development?

There is an emerging consensus in the development community that “sustainability” is not just a passing fad, a facile buzzword, or a vague, idealistic objective: rather, **sustainability is a meaningful, practical philosophy capable of delivering superior and enduringly positive outcomes for a wider range of development stakeholders.**



Introduction to Sustainability

How can tourism contribute to sustainable development?
Does it have a meaningful role to play in fighting poverty and promoting the growth of strong, prosperous communities? Or protecting the biodiversity and intangible cultural heritage of the countries?



Introduction to Sustainability

To integrate sustainable tourism into a broader **strategy for promoting inclusive, broad-based, equitable and ethical long-term growth** and development, it is necessary to build a comprehensive understanding of **sustainable development** as a wider concept and practice, one capable of shaping policy on a global scale.



SUSTAINABLE DEVELOPMENT AND THE ENVIRONMENT

In 1984 the World Commission on Environment and Development, also known as the **Brundtland Commission**, was established at the request of the Secretary-General of the United Nations. The Commission had three objectives:



The Brundtland Commission's objectives:

“(a) to re-examine the critical issues of environment and development, and formulate innovative, concrete, and realistic action proposals to deal with them;

(b) strengthen international cooperation on environment and development, and assess and propose new forms of development that can break out of existing patterns and influence policies and events in the direction of needed change; and

(c) raise the level of understanding and commitment to action on the part of individuals, voluntary organizations, business, institutes and governments.” ESG



“Our Common Future” document

Three years later the commission published its findings in a document titled “**Our Common Future**” often referred to as simply the **Brundtland Report**.



Brundtland Report.

This study recognized **the need to address developmental disparities between nations through a shared policy of “sustainable development”**, designed to make certain that further economic growth in both advanced and developing countries **would not do irreparable damage to the planet** or compromise its ability to sustain a growing world population.



Definition of Sustainable development

Sustainable development was defined by the Brundtland report as,

“Balancing the imperative of economic growth with the promotion of social equity and the preservation of our natural heritage, thereby ensuring that the needs of present generations are met without compromising the care taken of needs of future generations.”

This was among the first uses of “sustainable development” in this specific context, and it remains the most frequently cited definition of the term.



Definition of Sustainable development

Using this definition as a reference point, we can observe a critical realignment in the way development is understood. Previously, “development” tended to be regarded exclusively in terms of its implications for economic growth (remember GDP as indicator).

“Sustainable development”, by contrast, requires that the long-term impact of present decisions and consumption habits be taken into account, so as to promote “intergenerational equity.”



Definition of Sustainable development. Shift to sustainable tourism

This concept, which is closely related to **sustainability**, **had been developed a decade earlier to define a principle of investment management**, but which was quickly expanded upon in a number of different contexts, and **became widely influential not only in environmental management and economics, but in law, philosophy and public policy as well.**



Sustainable tourism

The practical application of intergenerational equity to the development of the tourism industry often involves the conservation of **ecology**, biodiversity and overall environmental quality, as well as the preservation of **cultural heritage**, including not only historic sites and artefacts, but also traditional practices, knowledge, ICH, and ways of life + **economy (income, revenue)**.



Economy is still important

- Economic viability is an essential component of sustainability.
- Sustainable development policies must, by definition, be informed by a rigorous understanding of economic principles.



UN Environmental Programme

According to a definition provided by the UN Environmental Programme (World Tourism Organization (2005)

*“sustainable tourism is set of activities that “takes full account of its current and future **economic, social and environmental impacts**, addressing the needs of visitors, **the industry, the environment and host communities.**”*

Expanding on this definition Ivars (2004) locates sustainable tourism within the broader framework of sustainable development, describing it as:



Ivars' definition (2004) for Sustainable tourism

*...process of qualitative change, a product of political will, which, with the indispensable participation of the local population, adapts the institutional and legal boundaries as well as the planning and management instruments to development based on **a balance between the preservation of the natural and cultural heritage the economic viability of tourism and the social inclusion and equity of the development.***



Sustainable tourism is based on four capitals

Three pillars or non-traditional capitals of Sustainable tourism are:

- Social capital (making the positive impact to the local communities)
- Environmental capital (preserving the nature)
- Cultural capital (to support the culture)

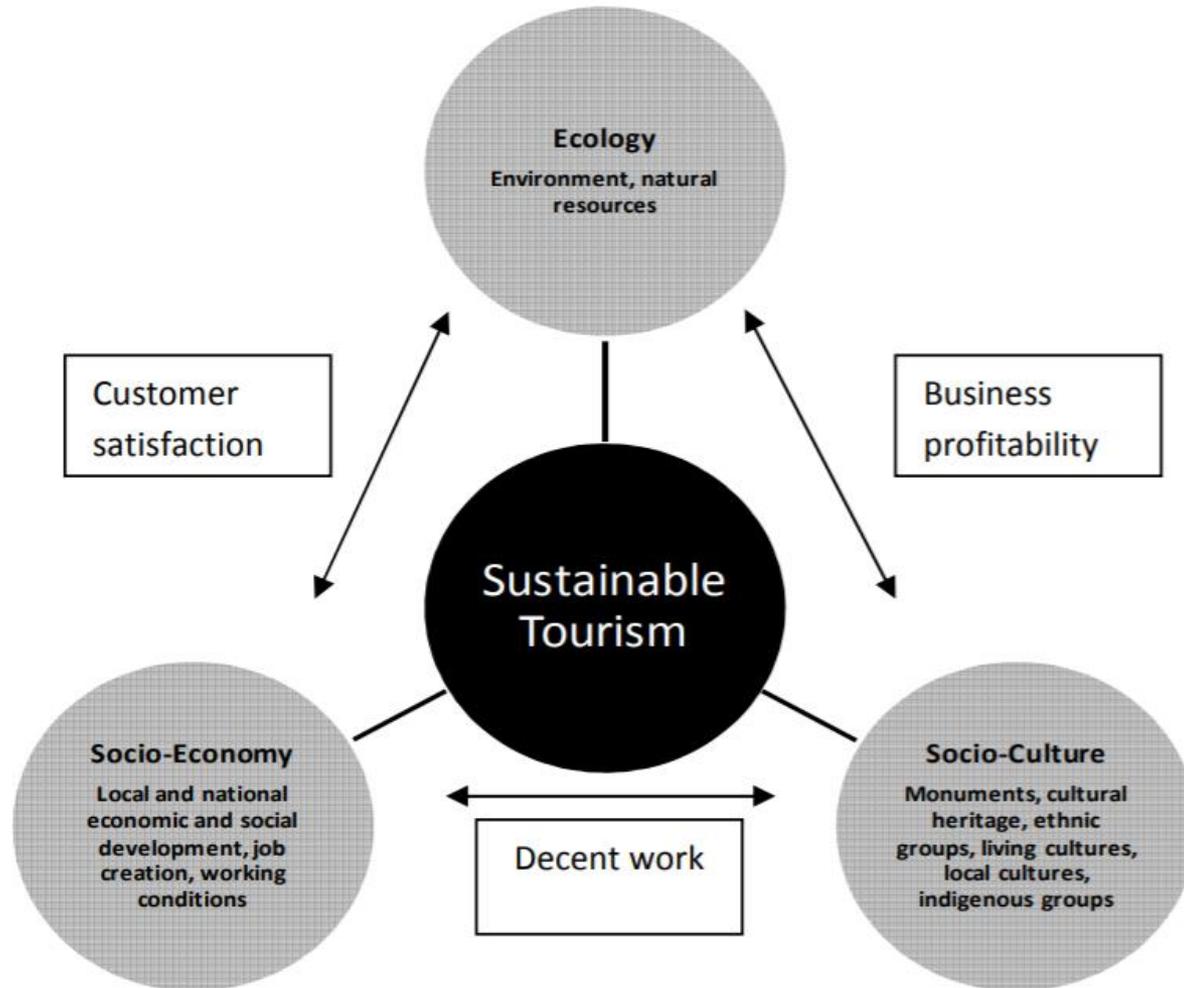
The last one is the traditional economic capital.

To sustain tourism development, we should focus on **Economic sustainability, Social sustainability, Cultural sustainability, and Ecological (Environmental) Sustainability**



Components of sustainable tourism

ILO: Developments and challenges in the tourism and hospitality sector. Issues paper for the Global Dialogue Forum for the Hotels, catering and tourism sector, Geneva, 23–24 November 2010.



1. Economic sustainability

It refers to the ability of a project or program in tourism to become **economically self-sufficient, allowing it to continue operating indefinitely**, or to a situation in which a temporary intervention yields a permanent welfare improvement for the locals (building new roads,...)



2. Social sustainability

It refers to the need to balancing the personal costs and benefits of a development intervention with its costs and benefits to society (to the local communities).

For example, building a new paved road in remote community may have the potential to significantly increase incomes by boosting commerce, benefitting people as individuals, but it may also have deeply adverse social consequences: cars and trucks on the new road may generate significant pollution or present a serious safety hazard.



3. Cultural sustainability

It refers to the intangible, typically unquantifiable yet undeniably real value that people ascribe to their cultural heritage and identity. ICH = Intangible Cultural Heritage

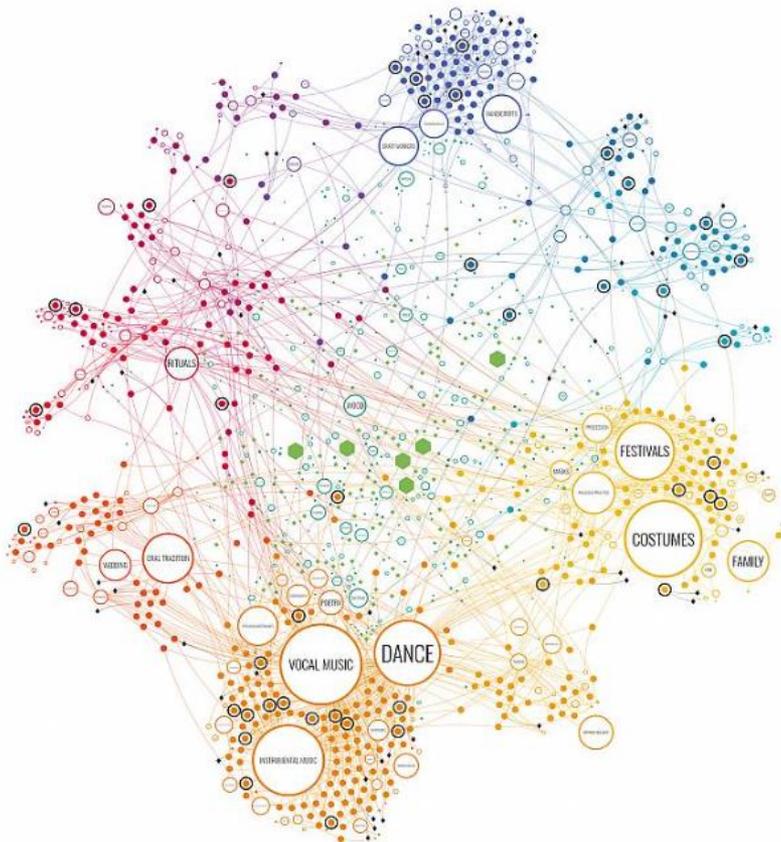
As noted above, 'culture' is not just a matter of historical sites and artefacts, or indigenous arts, crafts, music and dance, **it is also a sense of traditional continuity and authenticity, and pride in a particular way of life.**



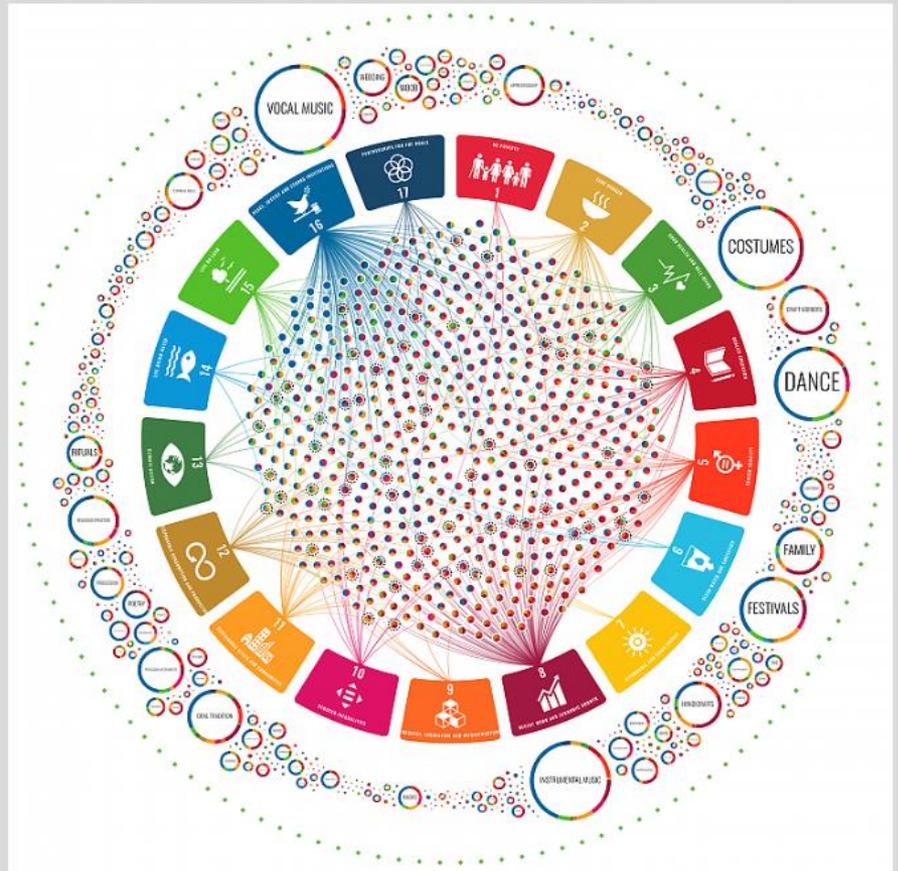
3. Cultural sustainability

<https://ich.unesco.org/>

Dive into intangible cultural heritage!



Dive into living heritage and sustainable development!



Saami indigenous people living in Sweden, Finland and Northern Russia

Umeå, Northern Sweden, Saami week March 04-09, 2019

The picture is taken by Ivan Monich



The ethnic village of Zhuangzu minority in Guangxi (China) 山和水

Nanning area, September 2019. The picture is taken by Ivan Monich



1)月亮代表我的心
-The-moonlight-represents-...



2)Friendly-Neighbours.jpg



3)-The-adventure-spirit,the-spirit-of-mountains.jpg



4)-The-River-flows-in-you.jpg



5)The-red-happines.jpg

“外国专家看中国·首届全国摄影大赛”作品登记表

Application Form for China in the Eyes of Foreign Experts Photography Contest



| | | | | |
|---------------|--|---------------|--------|---|
| Name | Chinese | 伊万 莫尼奇 | | |
| | English | IVAN MONICH | | |
| Gender | MALE | Nationality | | |
| Mobile Number | | Email Address | | |
| Photo Name 1 | 月亮代表我的心 - The moonlight represents my love * | | Pieces | 1 |



✓ 1)月亮代表我的心
-The-moonlight-represents-...



✓ 2)Friendly-Neighbours.jpg



✓ 3)-The-adventure-spirit,the-spirit-of-mountains.jpg



✓ 4)-The-River-flows-in-you.jpg



✓ 5)The-red-happiness.jpg

Saving the culture

For example: denser economic integration tends to eradicate local languages through cultural homogenisation and the economic 'network effects' of the dominant language.

English, 普通话（北京话） ICH

By some estimates, a language is **'dying' every 14 days**, and within the next century a full half of the world's languages may disappear.



5-minute break

4. Ecological sustainability

Protection of the Earth's biodiversity and maintain the balance of local ecosystems through environmental conservation and the responsible management of (finite or limited) natural resources.

One of the keys to ecologically sustainable development is the recognition that human communities are part of their local ecosystem.

Carbon footprint calculator

<https://www.carbonfootprint.com/calculator.aspx>



Let's talk about evolution of Marketing and why marketing is essential for economic policy (the answer is it is a game changer on the microeconomics level)



Which of these definition you like the most?

Here are two popular and widely accepted definitions of marketing. The first is the definition preferred by the UK's Chartered Institute of Marketing (CIM), while the second is that offered by the American Marketing Association (AMA):

- **(1)** Marketing is the management process responsible for identifying, anticipating, and satisfying **customer** requirements profitably. (CIM, 2001)
- **(2)** Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for **customers, clients, partners, and society at large.** (AMA, 2007) – Holistic Marketing

New terminology:

- Coopetition = Competition and Cooperation
- Bleisure = Business and Leisure
- Glamping = Camping and Glamour



Ford T car model

Evolution of Marketing (marketing orientation)

| Orientation | Focus | Characteristics and aims | Eavesdropping | Main era (generalised) | | |
|-------------------|--|---|---|------------------------|----------------|-----------------|
| | | | | USA | Western Europe | China |
| Production | Manufacturing | <ul style="list-style-type: none"> ■ Increase production ■ Cost reduction and control ■ Make profit through volume | 'Any colour you want - as long as it's black' | Up to 1940s | Up to 1950s | Up to 1990s |
| Product | Goods | <ul style="list-style-type: none"> ■ Quality is all that matters ■ Improve quality levels ■ Make profit through volume | 'Just look at the quality of the paintwork' | Up to 1940s | Up to 1960s | Largely omitted |
| Selling | Selling what's produced - seller's needs | <ul style="list-style-type: none"> ■ Aggressive sales and promotion ■ Profit through quick turnover of high volume | 'You're not keen on the black? What if I throw in a free sun-roof?' | 1940-1950s | 1950-1960s | Early 1990s |



4Ps of Marketing?

Evolution of Marketing (marketing orientation)

| | | | | | | |
|--|--|--|--|--------------------|---------------|------------------------------|
| Marketing | Defining what customers want - buyer's needs | <ul style="list-style-type: none"> ■ Integrated marketing ■ Defining needs in advance of production ■ Profit through customer satisfaction and loyalty | 'Let's find out if they want it in black, and if they would pay a bit more for it' | 1960s onwards | 1970s onwards | Mid-1990s onwards but patchy |
| Ethical and sustainable marketing | Serving the needs of the buyer with due respect for the welfare of society and the environment | <ul style="list-style-type: none"> ■ Integrated ethical marketing ■ Defining needs and designing and producing products to minimise harm/damage ■ Profit through customer satisfaction and loyalty, and through societal acceptance | 'Let's find out if they want it in black, and then produce it as "greenly" as possible and think about what to do when its useful life ends' | Late 1990s onwards | 2000 onwards | |

Holistic marketing, Marketing 2.0 based in Internet 2.0 (Social networks). Internet 3.0 (IoT is an element)

Environmental, social and governance (ESG) information, social and governance (ESG) information is not intended to constitute, nor should it be construed as, an offer of investment or financial product. It is provided for informational purposes only and should not be used as the sole basis for making an investment decision.



What is Sustainable Marketing

- **Sustainability marketing**, also referred to as green marketing, is when a company focuses social and environmental investments as a marketing strategy. Companies are often criticized for waste, price markups, and misleading advertising. To counteract this type of publicity, more companies are turning to sustainability marketing.
- **Sustainability marketing** is a way to build relationships with consumers while letting them know that they are important and so are future generations. While it is a developing field, sustainability marketing is an important piece of marketing strategy. How many companies are there that can change your oil? Sustainability marketing may just be the reason you choose a certain company over the many others out there.



What is Sustainable Marketing

ESG Factors

There is no one exhaustive list of ESG examples. ESG factors are often interlinked, and it can be challenging to classify an ESG issue as only an environmental, social, or governance issue, as the table below shows.

These ESG factors can often be measured (e.g., what the employee turnover for a company is), but it can be difficult to assign them a monetary value (e.g., what the cost of employee turnover for a company is).



Environmental

Conservation of the natural world

- Climate change and carbon emissions
- Air and water pollution
- Biodiversity
- Deforestation
- Energy efficiency
- Waste management
- Water scarcity



Social

Consideration of people & relationships

- Customer satisfaction
- Data protection and privacy
- Gender and diversity
- Employee engagement
- Community relations
- Human rights
- Labor standards



Governance

Standards for running a company

- Board composition
- [Audit committee](#) structure
- Bribery and corruption
- Executive compensation
- Lobbying
- Political contributions
- Whistleblower schemes

What is Sustainable Marketing

<https://www.fairtrade.net/>



Fair trade



Fair trade is an arrangement designed to help producers in growing countries achieve sustainable and equitable trade relationships. Members of the fair trade movement add the payment of higher prices to exporters, as well as improved social and environmental standards. [Wikipedia](#)



About

What is Fairtrade?

How Fairtrade works

Key benefits of Fairtrade

Fairtrade Marks

How Fairtrade differs from other labels

How Fairtrade certification works

Assuring integrity in checking compliance

Report misuse of the Marks

Fairtrade sourcing

Fairtrade products and ingredients

Traceability in Fairtrade supply chains

The Fairtrade system

Producer networks and producer organizations

Fairtrade organizations and

Home ▶ About



How Fairtrade works

Fairtrade is a simple way to make a difference to the lives of the people who grow and create the things we love. It's all about making trade fair.



IKEA

Furniture retail
company



[ikea.com](https://www.ikea.com)

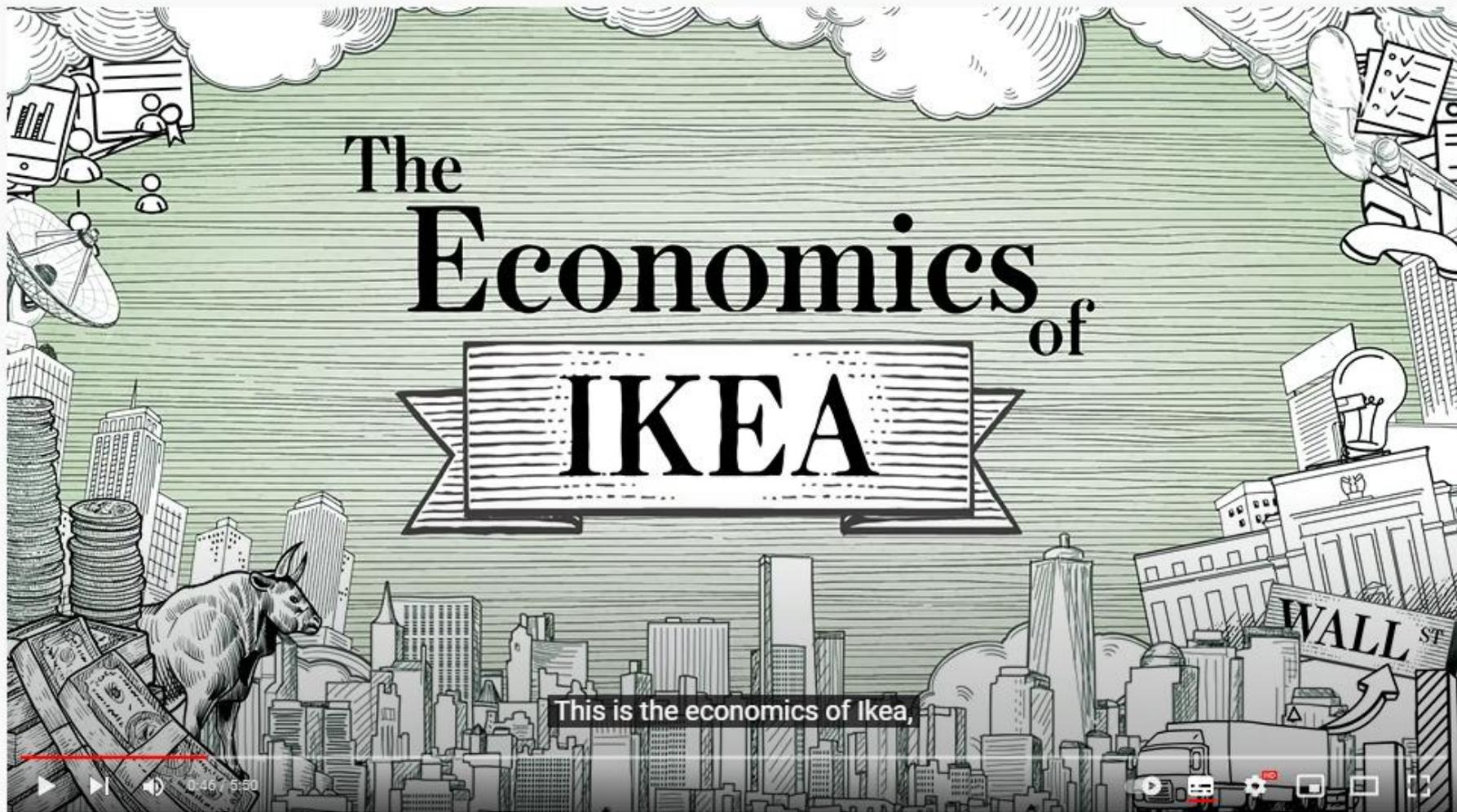
IKEA is a Swedish-founded, Dutch-based multinational conglomerate that designs and sells ready-to-assemble furniture, kitchen appliances and home accessories, among other goods and home services. Started in Sweden in 1943 by Ingvar Kamprad, IKEA has been the world's largest furniture retailer since 2008. [Wikipedia](#)

Founder: [Ingvar Kamprad](#)

IKEA's Chief Sustainable Officer



IKEA Sustainable living



#IKEA #WSJ

The Economics of IKEA: Why Does Labor Lead to Love? | The Economics Of | WSJ

701,252 views • 26 May 2021

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Counterintuitive though it may seem, part of furniture giant IKEA's success stems from its policy requiring its customers to build its products. In this video, WSJ explains the behavioral psychology behind the "IKEA effect."

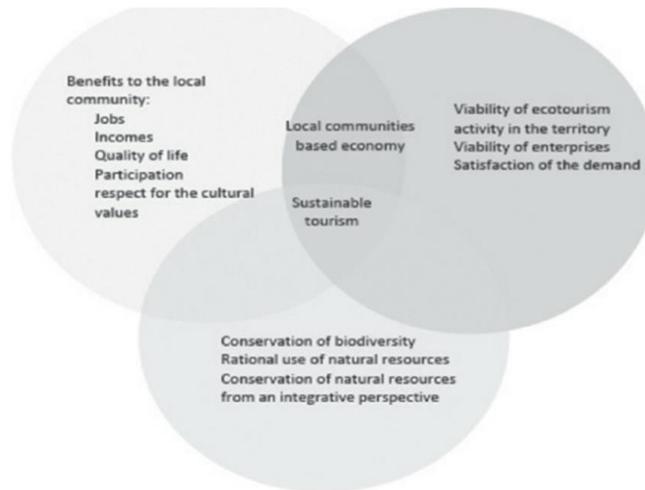
SHOW MORE

Common points of Sustainable Tourism and Sustainable Marketing

Sustainable tourism invites all stakeholders of the tourism industry to use sustainable marketing.

SOCIAL EQUITY

ECONOMIC EFFICIENCY



ENVIRONMENTAL CONSERVATION



Q&A Session



Part 2

Practical part.

The case of the Chinese-Russian cross-border sustainable tourism development. It illustrates the Economic policy of two neighbouring countries, China and Russia.

This part of the presentation will be available next week.

