



An International Cooperation Enterprise
for Sustainable Development

gtz | Tourism and
Sustainable Development

Integrated Resorts. An evolution towards sustainability.



COSTA
NAVARINO

Klaus Lengefeld

gtz Sector Project "Tourism and Sustainable Development"



■ 5 DIMENSIONS OF SUSTAINABILITY

- **Sustainable profitability – without sustainable profits, tourism as a business would not happen in a market economy**
- **Customer Satisfaction**

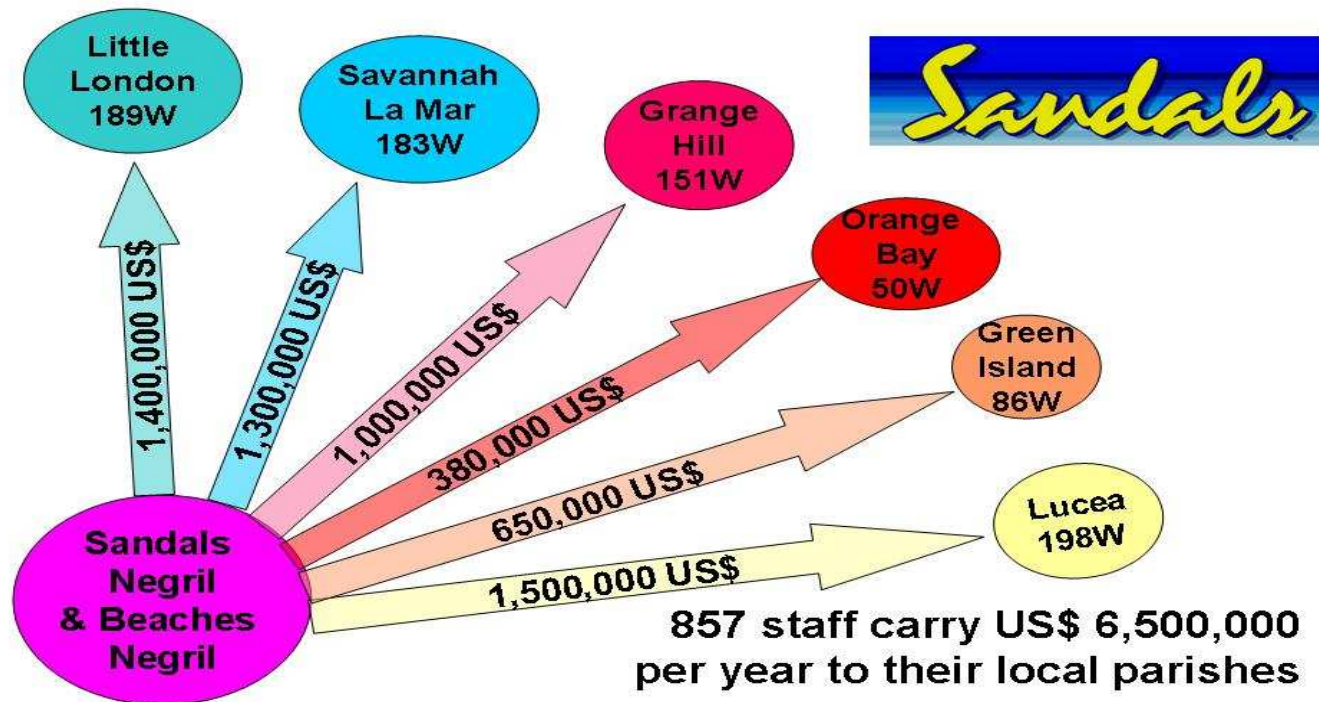




5 DIMENSIONS OF SUSTAINABILITY

- **Socio-economic sustainability in the destination – the contribution to local economic development, job and income creation. poverty reduction etc.**

Salary Impact Map of 2 Sandals Resorts in Negril, Jamaica





5 DIMENSIONS OF SUSTAINABILITY

- **Environmental sustainability**
sustainable management of eco-systems and natural
resources that prevents their depletion and destruction;





■ 5 DIMENSIONS OF SUSTAINABILITY

- **Cultural sustainability –**
the adoption of and adaptation to local cultures to help
conserve and prevent their erosion.





TRIANGLE OF SUSTAINABILITY

- Environment (*such as Landscapes, Mountains etc.*)
- Natural Resources (*such as Soil, Water etc.*)

**Customer
satisfaction**

**Business
Profitability**

Ecology

Synergies and Conflicts

Synergies and Conflicts

**Sustainable
Tourism**

Socio-Economy
• Local Economy
• National Economy

Synergies and Conflicts

Socio-Culture
• Monuments, Cultural Heritage
• Ethnic Groups, Living Cultures
• Local Cultures



SUSTAINABLE BALANCE OF

Resource Use
(Land, Water, Energy etc.)
Eco Footprint
Social Footprint
Cultural Footprint
Investment

Economic Benefits
(Business Profits & Stakeholder share)
Social Benefits
Environmental Benefits
Cultural Benefits



Mega Resorts: How to balance huge chances with high risks?

