

TOURISM AND SUSTAINABILITY IN THE CITY OF GEORGETOWN

Sustainability is an essential part of growing a city. Sustainable tourism helps increase city benefits and decrease social, economic, and environmental issues. Georgetown also needs more young people in the city to transition into a vibrant place.

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Introduction

I will be studying sustainable tourism and gathering evidence to prove how it can benefit Georgetown. I will also do research on young tourists to find ways to attract them to Georgetown. This research uses sustainable development goals (SDG). I will implement SDG 8: Decent Work and Economic Growth, SDG 4: Quality Education, and SDG 11: Sustainable Cities and Communities.

Sustainable Tourism

Sustainable tourism covers the tourism experience. It addresses the economic, social, and environmental concerns. It also focuses on improving a tourist's experience and responds to the needs of locals in the community. It provides a solution to current tourism issues. It keeps the destination clean, sustains resources, preserves local cultures, supports local businesses, and more.

Tourism

Georgetown has a lower number of young people compared to people in the older age range. Young people help keep a city lively and vibrant with new innovative ideas. Young tourists also helps a city's economy. Most post on social media a lot which encourages other people to visit a city.

Evidence

- 83% of travelers believe sustainability is important in travel.
- Understanding local customs decreases social tension.
- Young people spend 60% of their travel budget on the destination and stay there for around 52 days.
- The U.S. saved enough energy that could provide electricity for 30 million homes by recycling and composting over 89 million tons of municipal solid waste.
- Small businesses provided almost double the number of jobs compared to big businesses in 2000-2019.

Analysis

- Travelers see sustainability as important. Implementing sustainability will attract them.
- Both tourists and locals will be happier when more understand a destination's local customs.
- Young people contribute to the destination's economy by spending more and staying longer.
- Recycling/composting can save resources.
- Supporting local businesses is part of sustainable goals. It will help a business grow and provide jobs to more people. Georgetown County's unadjusted annual unemployment rate is higher than South Carolina's. This will help lower it.

Recommendation

- Georgetown needs to focus more on social media to attract young people.
- Analyze latest social media trends.
- Start events that can encourage and educate about sustainability. Get local businesses to join to help promote Georgetown's businesses.

Resources:

- https://www.statista.com/topics/1916/green-tourism/#topicHeader_wrapper
- <https://www.wysetc.org/about-us/facts-and-stats/>
- <https://www.americangeosciences.org/critical-issues/faq/how-does-recycling-save-energy>
- <https://sbecouncil.org/about-us/facts-and-data/>

