

Dott07

SUSTAINABLE TOURISM

Design Challenge

Minimising impact on both the environment and the local community, in all aspects of the holiday experience, is as important domestically as it is abroad. With this in mind, how might you improve the experience of a cycling or walking holiday for example, using youth hostels (or, perhaps, the novel use of under exploited buildings or locations such as farm or industrial buildings), as nodes in an improved network? Think of this as a way of encouraging domestic or international travel where the total emissions of the journey are taken explicitly into account. The point is to encourage tourism that inspires, excites and educates, and leads to a change in the trend of travel choices and behaviour.

Context

The average tourist uses as much water in 24 hours as a villager in a less industrialised country uses in 100 days. Before we even get there, our flights add to the 600 million tonnes of carbon emissions emitted by aircraft each year. If you multiply those indicators by rising tourist numbers, the result is yet another grim eco trend. In 1950, there were about 25 million international tourist visits; by 2020, if current trends persist, 1.6 billion of us will go on holiday each year – carbon emitting and water guzzling as we go.

Carbon emissions are not the only damaging by-product of tourism. Tourists change local cultures, too. Tourism can kill the toured. A growing clamour among its citizens holds that Barcelona has become “over-branded and over-gentrified”. House prices are rising so fast that locals find it hard to continue living there, and “labour precariousness has now become mainstream situation”. Coolness, say these critics, is not innocent, when cultural projects act as camouflage for unsustainable development.

The good news is that many of us wish to travel lightly: eco-tourism, although imprecisely defined, already accounts for about one in five trips worldwide.

Brief

What might sustainable tourism mean in the case of walking and cycling or any visit that is not based on private motorised transport? How might innovative design thinking and practice enable a visit that is both ecologically light and culturally sensitive?

Identify a **walking or cycling route (or whatever route you have chosen)** as the site of your investigation. Research and document the territorial assets and resources of the route. Learn from what is already happening. Make an opportunity map of situations to be improved. Among the aspects that could be improved:

- 1. Mapping Local Knowledge Connecting With Living Memory**
Living history / embodied knowledge / situated learning
- 2. Twenty-First Century B+B**
- 3. Next-generation youth hostel**
- 4. Train_2_Farm (Beyond the convention centre)(green and away)**
Village halls and community buildings
- 5. Urban pilgrimage**
- 6. AgriTourism + Farm Trails + Community Based Tourism**

Criteria

Several criteria should inform the development of your ideas and proposal:

- Your submission should be informed by, and/or located in, a real location/situation
- Your submission should demonstrate evidence that your research engaged with existing people, places and organisations within the tourism system.
- Your submission should show consideration of technologies – such as wireless, tagging, or Geographical Information Systems – that enhance one's knowledge of place.
- Your submission **must** demonstrate input by a multidisciplinary team and, ideally, you should submit as a team. If you have been unable to work through the whole project as part of a team however, then you may still submit, but evidence must be shown that as part of your research during the project, you connected meaningfully with other specialists, relevant expertise and assistance – from staff and students – in other faculties of your own institution, or in other universities. This is very important
- Whole systems approach: this brief offers the opportunity to tackle a real issue in depth, and to adopt a broader 'systems' approach or strategy that changes attitudes and engages the wider public as part of the solution
- Evidence of research: You must familiarise yourself with the issues and arguments – and counter-arguments – in order to ensure the integrity of your response
- Evidence of benchmarking

Outcomes/Submission Details

The delivery must be a written outline together with a visualisation of your service system idea that addresses the issue. This must include the communication, through any medium you see relevant, of the following:

1. *A statement of creative strategy* – this is your big idea. It is essential and should be done whether you are proposing a device, product, a service or something more conceptual. It should be no more than 500 words
2. *Evidence of research* – including information about who you consulted and how this led to your strategy and proposal – this can be in sketchbook form and can be a mix of visuals and words. It may also be in the form of a journal, a blog, or a video diary but it must be easily accessible for judging purposes
3. *Realisation* – this is how your proposal tackles the issue and can be presented in the form most appropriate to your chosen solution. For example the options might be:
 - 4 A3 boards
 - a running demo on a CD-ROM or other digital medium. The resulting designs/products should be entirely self contained (that is, should be self playing and, if necessary, self-decompressing without special software). Consider that your presentation will not necessarily be shown on a machine the same as that on which it was created. Your work will be shown to the jury on an Apple all-white ibook or a PC; specify on which your disc should be used clearly on the disc. Application software should be Macromedia Director (or popular alternative), and should be able to be viewed using Flash Player, Shockwave Player, Quicktime 4 or 5, or Adobe Acrobat
 - Video (VHS) or DVD

Remember that your entry, as well as being the primary vehicle by which your work will be judged, may also form part of an exhibition. For both, the communication of ideas – powerfully and succinctly – is absolutely vital.

