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# Rethinking reliability on resources in tourism sector within the scope of sustainability

*How can we drive Sustainable Development in Tourism post-pandemic is an active question lingering in the minds of innovators, industrialists and travellers alike.*

Sandeep Dwivedi • Jul 22, 2021, 09.45 AM IST



**Sandeep Dwivedi**  
 Chief Operating Officer, InterGlobe Technology Quotient



**T**ourism, which in 2019 was 10 per cent of the global GDP, valued at US\$ 9 trillion – notably thrice the size of agriculture, today has come out as one of the worst-hit sectors, amidst the growing pandemic. As an inevitable outcome for an industry offering enhanced mobility and human connectivity across the globe, the road ahead seems both bleak and bright at the same time. Global economic downturn, shifting market sentiments, changing ideologies towards tourism and growing need for extreme safety are the major concerns for the former; the latter, however, is driven on the grounds of deep thinking on smarter business models that not only create more jobs and bring more business but also pave path for safer trips and travel while building up mindfully with sustainability at its core.

For a sector that comprises almost 8.1per cent of India's workforce and provides about 42.7 million jobs, sustainability requires to become a mindset more than a movement. More so when almost every Indian traveller now carries an inclination towards staying, at least once, in a green accommodation, and a huge number of travellers across the globe are inclined towards [eco-friendly tourism](#). It would only be fair to call eco-friendly the new black, or in this case, green is the new black. Yet, with the looming pandemic, it is anticipated, tourism intent and respective spending is unlikely to return to previous levels until 2024. Shocking as it may seem for businesses in the industry, gauging it as an almost three years uphill, it can in an alter view be looked at as a three-year road to rethinking development in tourism sector that lays equal emphasis on technology and sustainability. Let's consider few opportunities to rethink and rebuild the sector back up on a sustainable foundation.

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### **Sectoral Collaboration for Sustainable Tourism**

Collaboration between sectors is the underlying theme of sustainability.

History has numerous examples depicting remarkable outcomes of collaborations between sectors across industries, many can still be found from the industrial revolution phase. The current time we are facing, in fact, is nothing short of a mini industrial revolution, demanding both inter-sector and intra-sector collaborations, together with public and private sector. For instance, consider a sustainable tourism fund and the impact it could create. Such a fund can lead to better innovations and collaborations within the industry and country. While the [Ministry of Tourism](#) can use it to promote eco-tourism and eco-friendly practices such as energy, water and waste solutions; on the other hand, organisations within the industry can collaborate with other sectors to offer sustainable options to travellers, be it in the form of eco-airports or green accommodations or fuel-efficient taxis and vehicles among others.

### **Taking off with Zero-Carbon Flying**

Having faced the unimaginable in the past year, with most airplanes grounded due to pandemic lockdown, zero-carbon flying doesn't seem so unimaginable and far-off, anymore. As aviation industry resumes flights, albeit slowly, its inevitable structural evolution either with regards to capacity and demand or aircraft cannot be ignored. This transition holds opportunity to transform its current carbon emission and take it to a new low. Before the pandemic, story was different and so were the targets which included reducing aviation carbon emissions and reaching net-zero emissions by 2050. Now, with the accelerated technological growth laying a high focus on safer commute, emphasis can also be extended towards accelerating growth in sustainable flights with technologies that reduce carbon emission substantially. Taking historical data into account, it took only three decades to bring fuel burn per passenger-kilometre down to half. We can easily consider Moore's law here and hope exponential decline in fuel consumption with advanced aircrafts sooner, perhaps by next decade.

### **Smarter, Sustainable Future**

No amount of emphasis is enough to define the significance of going green. And waiting for another global crisis to take action would be absurdity at its best, especially when we have ready concepts to combat this challenge. India stands as one country that is spearheading the way for sustainable aviation fuel (SAF) by deploying waste products in line of agricultural residues and used cooking oil. Apart from SAF, Renewable energies for sustainable manufacturing, green technologies for transforming travel and tourism are all available at hand. All that is needed is innovative minds to bring these to fruition and mindsets to accept, accommodate and accelerate sustainable transformation. A push from government is required undoubtedly, either with incentivised adaption of green technologies, or allocation of developmental funds.

The one thing, however, that is empirically critical here is commitment to create clean and sustainable sector and future; and it will come from the core, be it the leaders at the core of organisations, or that of the nations.

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## Five skills sets to help boost your career in the hospitality industry

Here are a few mantras that can help students of hospitality make a difference in his or her workplace. Young hospitality professionals would do well to pay heed to these skill sets, which can help advance their career.

Dr Ruchita Verma

**Dr Ruchita Verma**

Dean, NMIMS School of Hospitality Management

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## Roadmap for post-Covid Incredible India

Now that we have one Union minister and two Ministers of State for Tourism, the government should now take some important policy decisions and ensure that measures are taken to boost demand for both inbound and domestic tourism.

Naveen Kundu

**Naveen Kundu**

Managing Director, Ebixcash, Travel &amp; Holidays

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## MICE Bureau and the role of ICPB

The Ministry of Tourism's draft national strategy and roadmap paper for the MICE industry has been the subject of many a discussion. Now, there is a need to think of a concrete action plan to promote India as a popular MICE destination and strategise to double the country's share in the worldwide MICE market.

Ramkumar Vijayan

**Ramkumar Vijayan**

Consultant, Event Management and Destination Marketing

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