
Prof. Dr. Timi Ecimovic
And
John M. Bunzl, Prof. Dr. Mark Esposito, Prof. Dr. Warren Flint, Sir Prof.
Dr. Roger B. Haw, Prof. Dr. Matjaz Mulej, Prof. Dr. H. A.
Shankaranarayana, Prof. Dr. Peter A. Wilderer, Prof. Dr. Lloyd C.
Williams,
And
Contribution by Ms. Roshni Udyavar

**THE SUSTAINABLE (DEVELOPMENT) FUTURE
OF MANKIND**





Medosi, Korte, Slovenia, 2007

ANSTED UNIVERSITY, BVI OF UK – SCHOOL OF ENVIRONMENTAL SCIENCES
Ansted Service Centre
P. O. Box 1067
10840 Penang
Malaysia

SEM INSTITUTE FOR CLIMATE CHANGE

Korte 124
SI – 6310 Izola – Isola
Slovenia
Phone: ++ 386 5 6421 360
Home page: www.institut-climatechange.si

The Sustainable (Development) Future of Mankind

Prof. Dr. Timi Ecimovic (timi.ecimovic@bocosoft.com), and John M Bunzl (jbunzl@simpol.org), Prof. Dr. Mark Esposito (m.esposito@ht.umass.edu), Prof. Dr. Warren Flint (rwflint@eeeeee.net), Sir Prof. Dr. Roger B. Haw (bnhaw@tm.net.my), Prof. Emeritus Dr. Matjaz Mulej (mulej@uni-mb.si), Prof. Dr. H. A. Shankaranarayana (meghasandesha@yahoo.com), Prof. Dr. Peter A. Wilderer (paw@bv.tu-muenchen.de), and Prof. Dr. Lloyd C. Williams (orgdoctor@aol.com)

Editor:

Boris Maraz, B. Org. Sc.

Dear Readers,

We want to offer you a good book. If you have any reason to be unhappy, please let us know!

**CIP – A CIP Catalogue record for this book, National and University Library,
Ljubljana, Slovenia**

**THE SUSTAINABLE (development) future of mankind / Timi Ecimovic ...(at al.);
(editor Boris Maraz). – Korte: SEM Institute for Climate Change, 2007**

ISBN 978-961-91826-2-8

**1. Ecimovic, Timi 2. Maraz, Boris
234073344**



THE SUSTAINABLE (DEVELOPMENT) FUTURE OF MANKIND

By

Prof. Dr. Timi Ecimovc

And

John M. Bunzl, Prof. Dr. Mark Esposito, Prof. Dr. Warren Flint, Sir Prof. Dr.
Roger B. Haw, Prof. Emeritus Dr. Matjaz Mulej, Prof. Dr. H. A.
Shankaranarayana, Prof. Dr. Peter A. Wilderer, and Prof. Dr. Lloyd C. Williams,

And

Contribution by Ms. Roshni Udyavar

Acknowledgment:

To the sustainable future of mankind, and our families!

Medosi, Korte, Slovenia, 2007



Challenges and Critical Issues

In the U.S., there several major challenges surrounding carbon offsetting as an effective tool to address travel related global climate change impacts:

- Education and outreach and the public's lack of understanding regarding global climate change and related solutions, including addressing the disconnect in the public's mind between travel and global warming;
- Integration of U.S.-based renewable energy programs into the My Climate™ and or STI project portfolio;
- Issues surrounding carbon sequestration and land use policies (i.e., reforestation and a forestation) as well as questionable carbon offset initiatives;
- Pricing creates barriers to entry due to My Climate's™ high standards when compared to other "cheaper" alternatives.

11. Contribution by Ms. Roshni Udyavar - Ecotourism³⁴

Investing in Eco-Tourism

Eco-tourism is a concept that is grounded in the natural and socio-cultural resources of a region. The concept is known to have originated in East Africa sometime in the 1970s. However, it became popular less than a decade ago when conservationists and environmentalists began to realize the potential of combining people's love for nature with the concern to protect it. Eco-tourism came to be accepted internationally in 2002, when the United Nations celebrated the "International Year of Eco-tourism".

Eco-tourism is numerously defined and understood. It bases itself on local cultures, traditional means of employment, development of surroundings and harnessing technology to enhance the existing strengths of the surroundings. It draws on the natural strengths of the traditional skills of the local population to sustain themselves and their natural resources and environment. Classically, it can be defined as travel to destinations where the flora, fauna, and cultural heritage are the primary attractions. In the field, well-planned and managed eco-tourism has proven to be one of the most effective tools for long-term conservation of biodiversity when the right circumstances such as market feasibility, management capacity at local level, and clear and monitored links between eco-tourism development and conservation are created.

Global overview of Eco-tourism:

Australia, New Zealand and South Africa have been in the forefront of Eco-tourism for several years. In countries like Mexico and, Bolivia, Eco-tourism is a growing industry. Eco-tourism in Kenya, Nepal, Costa Rica, Ecuador, Madagascar and Antarctica represents a significant portion of the gross domestic product or economic activity. Eco-tourism represents a major portion of the economies of these countries and the engine through which tourists are

³⁴ Ecotourism has been drafted by Roshni Udyavar, from Academy of Architecture in Mumbai, India.



attracted to these countries. Sri Lanka, Zanzibar and Ghana have also made significant progress in the field. In recent years, environmental organizations and aid agencies the world over, including the United Nations, regard Eco-tourism as a vehicle to sustainable development.

Although academics argue about who can be classified as an 'Eco-tourist', and there is precious little statistical data, some estimates indicate that there are more than five million Eco-tourists - a majority from the United States, with others coming from Europe, Canada and Australia.

Destination India:

A number of tourists who choose to travel to India are attracted to both pre-colonial and post-colonial lifestyles. Eco-tourism could be fashioned in locales that can bring these out: pre-colonial forts, colonial recreation areas and parks, sea-side resorts and hills that are rich in flora and fauna, and the like.

The growth in the economy and the increasing number of global companies that have established their presence in India has spawned a new profile of Eco-tourists. Multi-national corporations have their international executives posted for considerably long durations in India. These along with the growing number of executives and professionals in India's growing corporate sector could be developed to partake in the benefits of Eco-tourism. Internal or local tourism will, in time, be a major asset for Eco-tourism considering the growing Indian middle class with increased purchasing capacity living in stressed urban locations such as Mumbai, Bangalore and Hyderabad.

The Tourism Ministry of the Government of India, through its corporate entity, the Indian Tourism Development Corporation, which has state-wise representation, should promote Eco-tourism as part of the package of promoting tourism both internally and internationally through its Incredible India campaign. With its unique natural and cultural diversity as well as the large tracts of flora, fauna and wildlife – along the warm humid belt of the western coastal region and the untouched beauty of its north eastern states, India could well lead the world as an Eco-tourism destination.

New forms of environmental technology and communication could be adapted to enhance these destinations, and the local population could be increasingly used to manage and operate these facilities. Better infrastructure facilities such as improved access through pucca roads and transportation systems, special routes for jeeps and heavy duty vehicles, bicycle paths, as also trekking routes, appropriate signage's and information centres with advanced communication facilities, should be set up for tourists.

Greening the Hospitality sector:

Setting up environmentally responsible hotels is an important component of Eco-tourism. The concept of "green hotels" - hotels, motels, bed and breakfast facilities, lodges, and inns that use energy and other natural resources in environmentally responsible ways - is one that can be adopted in regions proposed for Eco-tourism development. Hotels that adopt green practices help reduce the negative impact that the hospitality sector now has on the environment as they utilize renewable resources whenever possible, make efficient use of



non-renewable resources, and ensure that any by-products that result from their operations are reused or recycled.

Examples of green practices some hotels have adopted include re-routing waste water to irrigate their golf courses or lawns and salvaging the sludge to use as fertilizer for the landscaped areas, reducing laundry water temperatures from 90 °C to 60 °C, replacing incandescent lights with compact fluorescent lamps, installing low-flow shower heads and low-flow toilet flushes, offering a sheet and towel reuse program whereby guests have their linens exchanged every two to three days instead of daily, installing solar panels to heat water, implementing a hotel-wide recycling program, and replacing individual soaps and lotions with wall dispensers.

Hotels are certified as 'green' through a rating system developed by international agencies such as the Green Globe and Ecotel, which have provided simple guidelines for hotels to adopt environment-friendly practices. The Ecotel, an international voluntary grading system, ranks hotels based on 5 points: water and energy conservation, waste recycling, community participation and training hotel staff in environmental management.

In addition hotels can adopt the following measures to make themselves environment-friendly: use locally-grown organic food, use energy efficient and recycled materials, use non-toxic chemicals, insecticides, pesticides, and non-VOC paints, phase out CFC refrigerants and halons for fire-fighting, plant indigenous trees and reduce water-consuming lawns, train staff in environmental management, involve community by conducting awareness programs on cleanliness, health and protection of existing forests in the region.

It is possible for hotels to further reduce their ecological footprint by introducing passive solar architectural features at the planning stage itself. These measures such as having the right size and orientation of fenestrations and providing the right floor to window ratio for a particular climate have the potential to reduce the energy consumption during use by nearly half.

Although the number of hotels adopting green practices is growing, many have not yet embraced the concept. All travellers can support green hotels, encourage non-green hotels to adopt environmentally responsible practices, or engage in such practices themselves. There should be a concerted effort to encourage the establishment of green hotels and linking them to the promotional plans for Ecotourism in the country.

Involving the local population:

One of the basic tenets of eco-tourism is to engage local communities in enterprises related to conservation and economic development. By bringing residents into the business of eco-tourism, not only can local people meet their economic needs, but they also can maintain and sustain the growth that is required for guaranteeing long-term conservation. Investment in eco-tourism should therefore include sharing of socio-economic benefits with local communities and indigenous people. This can be done by with their informed consent and participation in the management of eco-tourism enterprises.

The opportunities that can be generated by Eco-tourism will emphasize the significance of local flora, fauna, biodiversity and culture, and their close association in a balanced system;



local architectural styles and cuisines, and finally the active involvement of the populace in providing hospitality services. For example, the Municipal Council of Sawantwadi, a town located 60 km from Panji, has planned the conversion of hundred-year old wadis into three star resort and bread/breakfast facilities for tourists. New revenue opportunities could be created for local inhabitants on Eco-tourism projects which could be initiated and managed by them.

Local inhabitants could be encouraged to get actively involved in Eco-tourism in a variety of ways: initiating attractions to tourists like special fishing ponds / lakes; agro-tourism projects with local guides; establishing nurseries of flowers, fruits and vegetables fields; establishing special local industries like ornamental fish, lotus ponds, and centres that feature the plant and animal life of the region. Locals could provide ready meals to tourists, encourage them to visit model local homes, so that tourists could imbibe the traditional ambience, get involved in traditional art and craft that is unique to the place, hold cultural events like folk dances, music festivals and drama that is representative of the locale. They could also serve as guides for treks in the region.

Opportunities for Investment:

With a view to catalyzing investment in townships, housing, built-up infrastructure and construction-development projects as an instrument to generate economic activity, create new employment opportunities and add to the available housing stock and built-up infrastructure, the Government of India has decided to allow FDI up to 100% under the automatic route in townships, housing, built-up infrastructure and construction-development project (which would include, but not be restricted to, housing, commercial premises, hotels, resorts, hospitals, educational institutions, recreational facilities, city and regional level infrastructure), subject to fulfilment of prescribed conditions. A minimum capitalization of US\$ 10 million for wholly owned subsidiaries and US\$ 5 million for joint ventures with Indian partners is permitted. The funds would have to be brought in within six months of commencement of business of the Company.

It is estimated that there is a potential to absorb Foreign Direct Investment (FDI) of US\$150 billion in next 5 years in infrastructure alone. According to a report in the International Herald Tribune, private participation in Indian infrastructure has the potential to become an important source of financing. In August 2005, the Indian government announced rules for 'viability-gap funds' or the monetary support it would provide to private entrepreneurs who undertake infrastructure investments. Indeed, one of the major setbacks for the growth of the Indian economy, as compared to neighbouring China, is considered to be the grossly inadequate infrastructure for transport and communication in its non-urban areas.

Conclusion:

Sustaining the natural resources of a place, while preserving its cultural heritage, and supporting the economic growth of its people, is the objective of Eco-tourism. India has a long way to reach this destination, and begin its journey towards nurturing a sustainable lifestyle for its people.



Reference:

- *Ecotourism in Sawantwadi: an overview, paper presented by Mr. Deepak Kesarkar, President, Sawantwadi Municipal Council and Ms. Roshni Udyavar, Ecotourism seminar organized by the United States Environment Research Center, 16 October 2003*
- *Real Estate Sector in India by Deloitte Haskins and Sells, August 2006, Israel*
- *Revamping Indian utilities by Andy Mukherjee, International Herald Tribune, 4 August 2006*

The Author is Head, Rachana Sansad's Institute of Environmental Architecture, the Academy of Architecture, Prabhadevi, Mumbai, India.

12. Contribution by Sir Prof. Dr. Roger B. Haw - Corporate Social Responsibility³⁵

The consequences of corporate behavior, especially the negative ones, have been described in detail by many people in academia, the media, and other walks of life. One outcome, however, which is being felt throughout the world, is a concern for what has come to be known as corporate social responsibility (CSR).

Many of us would have been spared many tears, if only we had had the wisdom to take into consideration the pros and cons of the situation before we do anything. Having adopted a course of action without thinking, we find at once too many difficulties, small or big, impeding our progress. This becomes a source of regular worry. Most of us fail to earn a decent livelihood because we have selected an appointment for which we have no inclination or no special bent. Without taking into consideration our means and capabilities for a particular venture we should not run headlong into it. It is always advisable and prudent to examine and study thoroughly the details of a procedure before accepting or rejecting it. It is equally a mistake to hesitate or delay action when instant action is called for. Foresight and forethought, combined with courage and confidence in taking unavoidable risks are essential. We must rise to the occasion and ensure success.

I have the opinion that an organization depends much more on its people. If the people were not satisfied with an organization, all the systems it applies would fail. However a good system may be whether it is accounting, finance or other, people are still the important assets required to put the system into proper functioning. I feel that the theories of management are not far stretched enough to reach the hearts of the people of an organization to give them a sense of want, care and kindness so that the people know they are wanted. Many managers or leaders fail to see that love, care and kindness towards their people has a lot to do with their organization's success and to ensure that it continues to grow from strength to strength.

Love, care and kindness for people is the key that the religious leaders have taught and had set as examples for us to follow in order to have things function in proper order and not in chaos. But today we see internal politics being so severe in organizations that each tries to outwit the others thereby leading to much wasted energy and battle fatigue and causing the systems of an organization to run in chaotic conditions.

³⁵ Corporate Social Responsibility has been drafted by Sir Prof. Dr. Roger Haw.