IS THERE A WILLINGNESS TO PAY FOR ISLAND SUSTAINABILITY?

A significant number of island destinations are dependent on tourism for their livelihood. Of the 31 countries in the world with more than 20% of their GDP generated by tourism, 27 are islands states, therefore it is imperative to manage these destinations for long-term viability and sustainability. This type of tourism is predominantly nature based, yet the impacts of such tourism on the natural environment and resources are intensive and often result in a significant environmental footprint.

Numerous studies have found the need for more sustainable forms of tourism. This talk reviews the concept of sustainable coastal tourism and discusses issues on the island of Koh Phi Phi, Thailand after the Tsunami of 2004, and examines whether there is a willingness to pay for a more sustainable tourism destination.

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