

financial sustainability

*high financial sustainability
low social sustainability*

example — creating inclusive experiences that are not representative of place and discourage guests from exploring a destination's historical landmarks and native festivities.



*high financial sustainability
high social sustainability*

example — implementing local populus for staff, transportation and guides.

example — implementing scholarship programs (in management, culinary arts, marine biology, etc.) that support long-term initiatives to educate and hire local populus.

*low financial sustainability
low social sustainability*

example — relying heavily upon expatriates to fill managerial level positions.

example — development of service initiatives and experiences that are not rooted in local sensibilities for hospitality.

*low financial sustainability
high social sustainability*

example — building and operating on-location training facilities that cater to each destination's local culture.

example — lavish building design that is not representative of place (i.e. Tahitian architecture is The Caribbean).



social sustainability