

BENEFITS OF SUSTAINABLE TOURISM IN JAMAICA

What is sustainable tourism? Can it benefit us holistically, as a nation? When one thinks of the benefits of sustainable tourism, it is automatic to think of the environmental benefits. However, there is employment as well as economic and educational benefits to sustainable tourism practices in Jamaica.

Firstly, after instituting environmental management systems, five Jamaican hotels have reduced energy use per guest nightly by 12%, water consumption by 50,000,000 gallons and energy use by 1,665,000 kWh. This has reduced significantly, the effects of poor solid waste and wastewater management practices that could damage the delicate near shore ecosystems, especially in the important north and northwestern tourism destinations of Negril, Ocho Rios, and Montego Bay.

Secondly, the economic benefits of sustainability cannot go unnoticed. A 12% reduction in any hotel's energy bill is of great economic gain. Also, the economic rewards of conserving on their water bill are obvious. The dollar value of the efficiency gains for the five hotels was USD 616,555, or about USD 330,000 on an annual basis, according to USAID.

Thirdly, sustainable tourism also has vital employment benefits. In order to carry out effective EMS programmes, hotels have to employ a team of environmental auditors consisting of engineers and hotel operations specialists, who assess the hotel's infrastructure, equipment, practices, and operations to determine the environmental performance and discover opportunities to develop efficiency and reduce environmental impacts. Sustainability has created these important jobs.

In conclusion, sustainable tourism is a new and exciting concept. However, it has benefits that impact us well into the future. Some of the benefits include environmental, economic and employment. So, let us work together to promote sustainable tourism for a stronger, healthier tourism product.

Concluding connective

Repetition of thesis

Third developing paragraph

Introductory paragraph

Thesis

Call to action

Transition

Topic sentence

Opening statement

Supporting details

Concluding connective

