

## Sustainability for Resorts

The Brundtland Report on *Our Common Future* brought the possibility of sustainable development to public attention with its description of that management goal.

Since that work was published there have been numerous conferences on how to bring about this management goal, most notably the 1992 United Nations Conference on the Environment and Development (UNCED Earth Summit) in Rio de Janeiro. This conference led to the creation of *Agenda 21*, which is an ambitious undertaking given that 'its goal was nothing less than to make a safe and just world in which all life has dignity and is celebrated' Not surprisingly such an ambitious and challenging goal has experienced both success and failure since its introduction.

The biggest success has been to raise the world's awareness of the environment and to encourage large corporations to adopt, to varying degrees, more environmentally constructive policies. This is exemplified by the Green Globe Awards programme promoted by the World Travel and Tourism Council and numerous voluntary codes of conduct adopted by various tourism businesses. One of the more significant failures in terms of tourism, which is dominated by small-and medium enterprises, has been the difficulty in translating the academic papers and government reports into manageable operational processes for these small businesses.