

Swot Analysis of Green Globe in China

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Abstract: China is making its tourism management and innovation in line with international standards, especially in ecolabel. To gain ecolabel certification has many advantages for tourism organizations. This article examines the “Green Globe” in the context of China by a descriptive form. Firstly, this article aims to obtain an understanding of ecotourism, ecolabels, and acquire detailed knowledge about Green Globe significant to the tourism industry. By conducting a SWOT analysis of Green Globe in China context, the advantages and disadvantages are concluded in the end. This study is analytic and hence discusses the theoretical aspects of the concepts mentioned in work. The article uses information sources of the website of Green Globe and secondary data from journals and books. Based on available information, SWOT analysis of Green Globe in China is evaluated with detailed findings.

1. Introduction

Review the early days of the reform and opening up; China tourism is bearing the weight of the opening of “pioneer” at the start. Nowadays, 40 years of promoting the development of global tourism, ecotourism, and other industries have made China tourism innovation always in line with international standards, especially in ecolabel certification.

To gain a world-recognized ecolabel has many advantages. International ecolabel certification for the tourism industry is an increasingly important strategy for tourism-related organizations to attract tourists and encourage the sustainable production of goods and services. This article examines the “Green Globe” in the context of China. The SWOT analysis of Green Globe, in the wake of sustainable tourism development and its promotion, is conducted and discussed. The paper is going to provide a clear presentation with detailed findings and conclusive suggestions towards the end. This paper has two objectives: 1. To gain an understanding about ecolabels and acquire in-depth knowledge about Green Globe relevant to the tourism industry; 2. To conduct a SWOT analysis of Green Globe in China context. This study is analytic and hence discusses the theoretical aspects of the concepts mentioned in work. This article uses information sources of the website of Green Globe and secondary data from journals and books. Based on available information, SWOT analysis of Green Globe in China is evaluated with detailed findings.

1.1 Literature Review

1.2 Ecotourism

Indisputably, tourism development in both developed and developing countries have the potential to produce negative environmental impacts, thereby altering the ecological resources of host destinations [3] [15]. Ceballos-Lascurain defined ecotourism [4], at the very beginning, as “Travel behavior with no disturbance and no influence on scenic spots and aims to study, appreciate the scenery and its wildlife and understand its related culture.” Researchers gradually expand this definition into a broader spectrum covering specific components of natural destination protection, ecotourism education and sustainable management of tourism [19] [6] [1] [13] Today Ecotourism.org defines ecotourism from three aspects:

1. Conservation: Eco-tourism can solve the contradiction between economic development

and environmental protection, and effectively stimulate the behavior and consciousness of eco-protection.

2. Community: by Increasing Tourism-Related Employment, Educating the Community, Ecotourism Promotes Local Economic Development and Reduces Human Impact on Nature.

3. Interpretation: through the Analysis of Local Culture and Tourism Resources, Ecotourism Encourages Tourists to Explore the Local Culture [17].

With the widespread public concern of ecotourism, ecolabels are intended to provide reliable information to consumers about the environmental impact of products or services in the expectation that this information will influence their purchasing decisions.

3.1 Ecolabel

“Ecolabelling,” which is a voluntary method, is environmental performance certification and labeling that is practiced all over the world. An ecolabel identifies products or services which are proven environmentally preferable overall, within a specific product or service category [7].

The application of ecolabel lies in the growing environmental concern of all social levels and organizations. Consumers’ demand for environmental protection and their pursuit of environmental-friendly products and services have made enterprises gradually realize that market advantages can be generated from solving environmental problems by providing correlated eco-products and eco-services. To preserve the balance between the development of tourism and the environment in these areas, tourism-related organizations have put forward “ecolabel” to reduce the harmful effects of tourism on economy, culture, local life and customs [14] [18]. Certainly, tourism-related ecolabels have made great efforts to combat adverse environmental effects, to change what we expect from tourism product and service and create a common framework around sustainability [16]. Green Globe has been supplying sustainability certification for the various sectors that constitute the international tourism industry for more than 20 years [8]. This paper traces the development of the Green Globe in China and examines the prospect and challenges of its implementation.

3.2 Green Globe

Green globe environmental certification plays an important guiding role in the tourism market. As the largest non-profit organization engaged in sustainable tourism research in the world, the Sustainable Tourism Cooperative Research Center (STCRC) is its supporter and planner. Based on the Agenda 21 policies, the World Travel and Tourism Council (WTO) provides a package of national and local sustainable development principles for policymakers and organization stakeholders [8]. By becoming a Green Globe certification organization and getting the corresponding action framework, it helps the relevant organizations to achieve the highest sustainable development level of their management and operation; realize the recycling of resources; protect the ecosystem of a tourist destination, and enhance the overall level of the labor force. In short, it helps to provide a brighter outlook of sustainable development for local communities [8].

Every aspect of the tourism industry has to be examined and made efficient to develop sustainable tourism development. Green Globe focuses on the entrepreneurial aspect by providing guidelines to travel and tourism businesses in going green, therefore achieving sustainability [11]. People have developed the Green Globe International Standard for Sustainable Tourism over decades of research and promotion. All tourism ecolabels base on the original standard [9]. The certification of “Green Globe” ensures the improvement of tourism products, reduction of waste, enhancement market advantages, and cultivation of tourists’ awareness of environmental protection.

4. Green Globe Swot Analysis in China

4.1 Strengths

Green Globe has an international presence and is being tailored for all companies, communities, and consumers. It has outstanding and specific expertise in tourism industries for attaining sustainability with more than 40 globally accepted sustainability criteria. It claimed, Cost savings from the greater efficiency and reduced the rate of resource usage; Connection to consumers who now expect verified green certifications; Better risk management through regular review of operations process; Increase brand reputation connected to businesses' new green dimension [9]. Statistics show that it can bring an increase of 10% saving of energy and water, 7% staff satisfaction, 7.5% increase of consumers and 1mil. Per Month web audience and media reach [9].

4.2 Weaknesses

Services like training and consulting services are provided around the world. Services are performed by highly skilled, and Green Globe accredited consultants. However, the training and the overall cost of getting certification can be unaffordable. For instance, sustainability training of 2 days needs €1450, sustainability development for the hospitality of 1/2 day is about €950 and preparing Green Globe audit of 1 day is €950 [9].

4.3 Opportunities

The Green Globe certification is a structured assessment for tourism supply chain partners' and organizations' sustainable development performance. It can effectively improve organization planning and monitor sustainable operation and results. [9]. The scope of the program can bring awareness, education, and training for all business staff, community members, and ethnic groups to work together towards sustainability. Travelers' increasing environmental awareness will be a push power for tourism organizations to venture into the ecolabelling market themselves. The developing countries give a keen incentive awareness of environment protection, and the organizations in them are willing to be certified with Ecolabel to promote their brands.

4.4 Threats

Several competitions come from other regional and national certifications like CEL (China Environmentalism Labelling), ECOTEL, LEED, BEE, etc. Due to intense competition, all organizations are looking for ways to cut down costs, and getting a certification will mean investing more capital. This type of investment might discourage organizations from applying for certification. The unsteadiness and crisis with countries bring uncertainty for tourist's acceptance of ecolabel.

4.5 China Scenario

There is a total of RMB 8.77 trillion (USD 1.35 trillion), or 11% of the country's GDP in 2017 coming from China's tourism industry, according to the China National Tourism Administration (CNTA) [5]. In 2018, China's tourism revenue reached RMB 5.98 trillion (USD 920 billion) - an increase of 13% (CHINA TRAVEL NEWS, 2018). Tourism, directly and indirectly, is stimulation of economic growth, which is represented by the rise in the number of available jobs in that tourist destination [2]. It also boosts the export of local gifts, clothing, and souvenirs products[12].

The number of domestic and foreign travelers has increased dramatically in the past 30 years. Tourism-related organizations have realized the huge market and growth potential of China tourism. To locate its market advantages, the Hospitality Industry in China is seizing the pulse of the new trend of "Green Practice" of ecotourism. A total of 3 such constructions in China have Green Globe certifications which are, Club Med Guilin, Club Med Yabuli and Chimelong Safari Park. Although the three attractions in the world's most populous countries seem insignificant, the Chinese hotel industry also uses other ecolabel certifications, such as CEL, IGBC, LEED, and BEE. Then there are environmental laws governing the overall operation of hotels and resorts which can regulate the performance of tourism-related organizations.

5. Conclusion

Eco-labeling has several major benefits which are Informing consumer choice, Promoting economic efficiency, Stimulating market development, Encouraging continuous improvement, Promoting certification, Assisting in monitoring. Green Globe is a world-known certification for the protection of the environment[10]. It can be used to fulfill Win-win results for the tourism-related organization's market promotion and profits and the protection of our environment in China. But due to its costs and competition from other ecolabels and China is a developing country, it has challenges to meet which may lead to mainly, Misleading or fraudulent claims, Uninformative claims, Unfair competition, Green consumerism and its Feasibility [10]. Chinese tourists today have an agreement that to save the environment is to save ourselves and next generations, this common understanding is a great opportunity for Green Globe to expand their brand-awareness in China and let more China organization join in.

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