



# Integrated Resorts. An evolution towards sustainability.



COSTA  
NAVARINO

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Sector Project "Tourism and Sustainable Development"



## 5 DIMENSIONS OF SUSTAINABILITY

- **Sustainable profitability – without sustainable profits, tourism as a business would not happen in a market economy**
- **Customer Satisfaction**

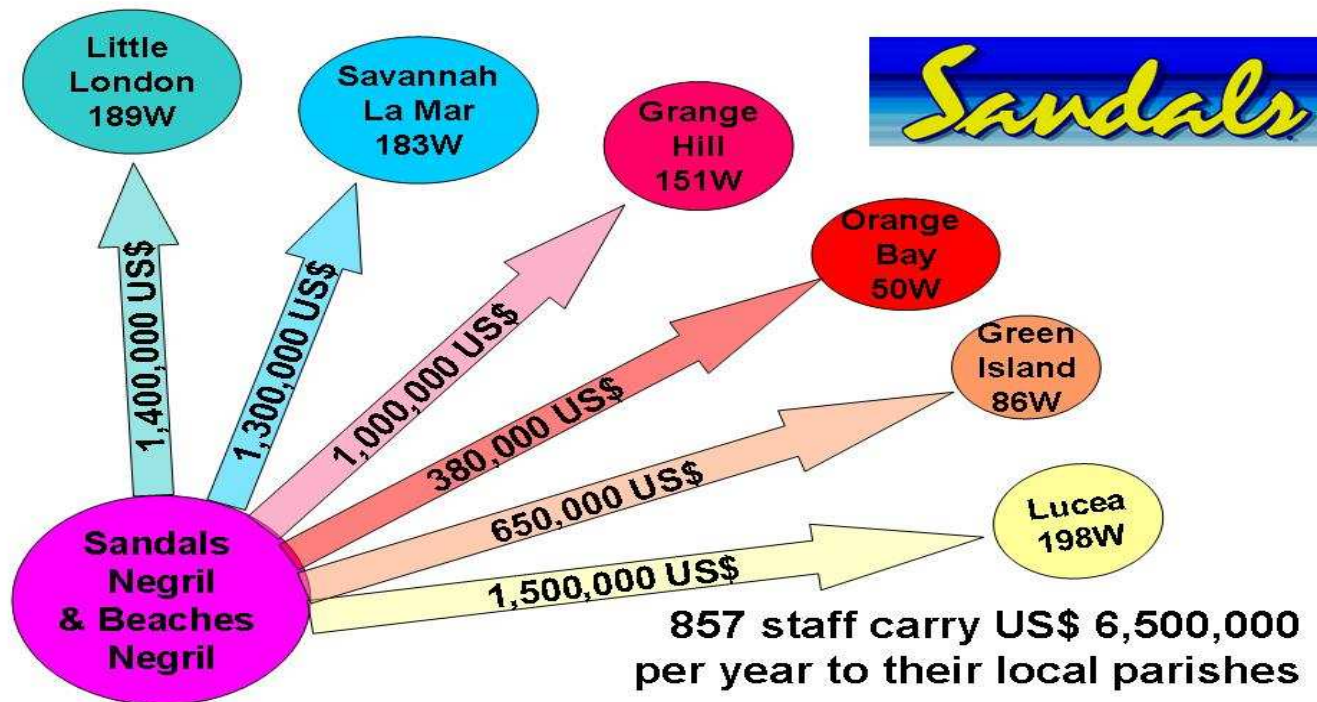




## 5 DIMENSIONS OF SUSTAINABILITY

- **Socio-economic sustainability in the destination – the contribution to local economic development, job and income creation. poverty reduction etc.**

Salary Impact Map of 2 Sandals Resorts in Negril, Jamaica





## 5 DIMENSIONS OF SUSTAINABILITY

- **Environmental sustainability**  
sustainable management of eco-systems and natural  
resources that prevents their depletion and destruction;





## ■ 5 DIMENSIONS OF SUSTAINABILITY

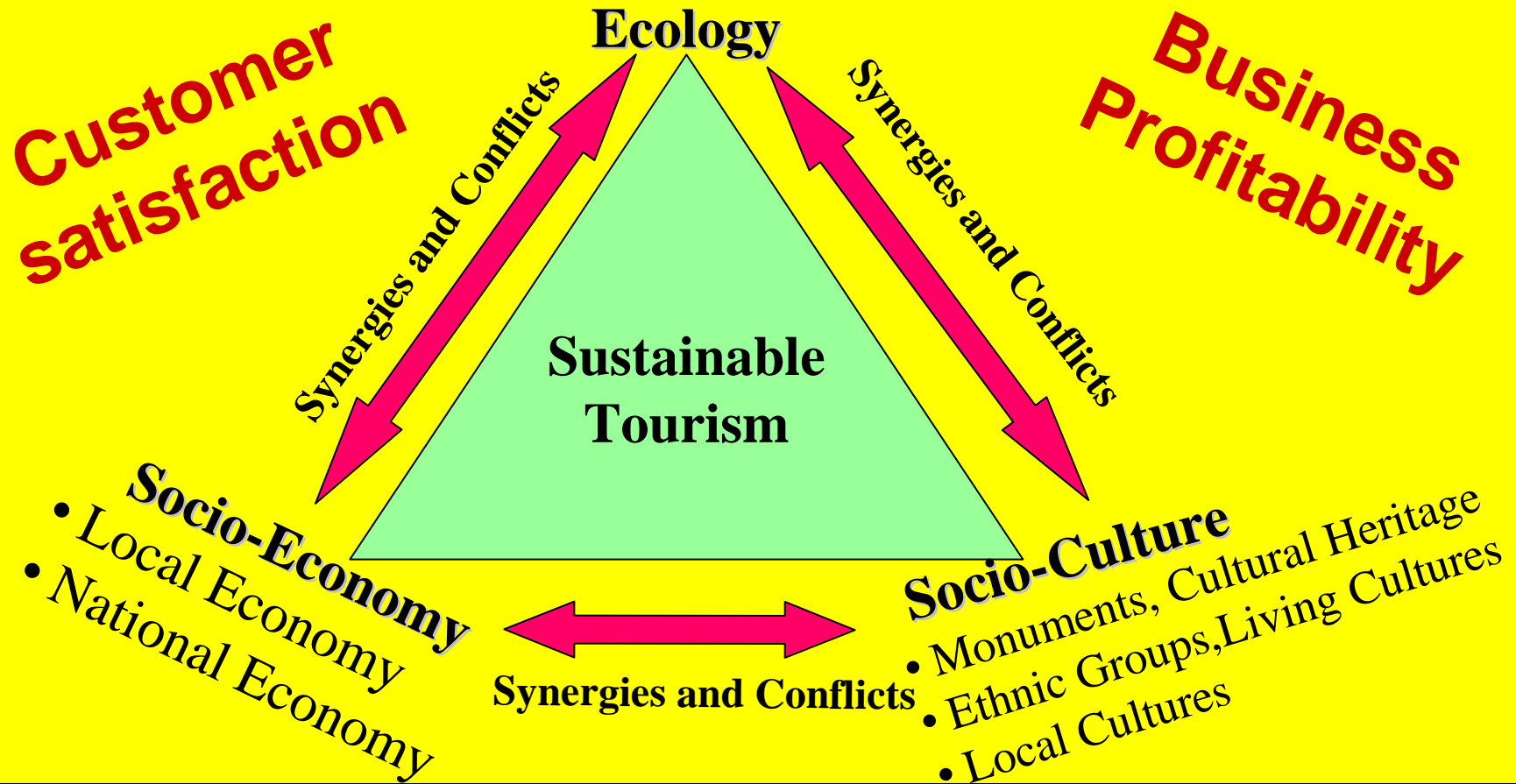
- **Cultural sustainability – the adoption of and adaptation to local cultures to help conserve and prevent their erosion.**





# TRIANGLE OF SUSTAINABILITY

- Environment (*such as Landscapes, Mountains etc.*)
- Natural Resources (*such as Soil, Water etc.*)





# SUSTAINABLE BALANCE OF

## Resource Use

(Land, Water, Energy etc.)

## Eco Footprint

## Social Footprint

## Cultural Footprint

## Investment

## Economic Benefits

(Business Profits & Stakeholder share)

## Social Benefits

## Environmental Benefits

## Cultural Benefits



# Mega Resorts: How to balance huge chances with high risks?

