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Tourism in Georgetown City

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Tourism in Georgetown City

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SUST 310: Tools in Sustainability

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Abstract

Our focus for the city of Georgetown is sustainable tourism. Sustainable tourism helps increase city benefits and decrease social, economic, and environmental issues. More people know about local customs, sustain resources, provide jobs, and more. Our target market will be young people to help the county transition into a vibrant city. We will utilize online resources for market research and implement plans to help Georgetown become a more sustainable city and spread those changes into the county. These implementations will fulfill Sustainable Development Goal (SDG) 8 (Decent Work and Economic Growth) by promoting sustainable tourism through awareness, SDG 4 (Quality Education) by spreading more knowledge on sustainability through social media, and SDG 11 (Sustainable Cities and Communities) by moving towards more sustainability through research, planning, and implementation.

Introduction: Project, Role, and SDGs

My role in this internship through the UN Youth Corps of the Regional Centre of Expertise on Education for Sustainable Development in Georgetown is to bring more people to Georgetown. The goal of our work is to increase and improve tourism and to attract more people to stay in the city. My work included plans to attract people to the city and increase engagements on social media. Georgetown County lacks many young people. The median age range is around 40 years old.¹ They also have a high unemployment rate compared to South Carolina. It was near 8% in 2020. South Carolina's rate was closer to 6%. This project will help the county bring younger visitors and create an innovative and vibrant atmosphere. Sustainable tourism will

¹ "Georgetown, South Carolina Population 2022." Georgetown, South Carolina Population 2022 (Demographics, Maps, Graphs). Accessed May 1, 2022. <https://worldpopulationreview.com/us-cities/georgetown-sc-population>.

benefit the county by creating more job opportunities, better understanding between locals and tourists, sustaining resources, and much more.

One Sustainable Development Goal (SDG) my work can be related to is Goal 8: decent work and economic growth. Looking at the statistics, there are not many job opportunities for young people. To attract younger people, there should be more job opportunities. One of the targets I can focus on is achieving full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value. Without good job opportunities, we will never have young people become interested in the city. Another target is devising and implementing policies to promote sustainable tourism that creates jobs and promotes local culture and products. This will boost tourism more. Being able to show tourists our culture and products will help attract people to the city.

Another SDG is Goal 4: Quality Education. Improving the education system is important. Students need quality education to learn and innovate. One target we can focus on is ensuring equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university. There is only one college in Georgetown. We can work on that to bring in young people to study here. With more education, these young people can help improve the city with their learned skills. Another target is substantially increasing the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs, and entrepreneurship. When we invest in training these young individuals to have the needed skills in jobs, they can apply the skills in helping the city. With the city improving and growing, more and more people will be attracted to it.

Social media is a big tool. However, to attract people, we need to be creative when promoting. This can include tourist-related pictures, videos, blogs, and other types of content creation. Georgetown Harborwalk has very pretty views that will attract visitors. Young people would want to take selfies by the ocean.

Many people are hesitant about applying for jobs because they do not know what to expect. They don't know if it is worth moving to another city. We can fix this by showing videos and photos of the work they will be doing. This way, they will know for sure if this is what they want to do. Salary is also a big concern. We need to have equal pay for work of equal value. This is what we can highlight in our job postings. Jobs that will benefit young people and the city are jobs that focus on innovation. A city grows when it thrives on innovation. This can be new technology to improve people's lives, creative ideas to improve or renovate the city, and other ideas that can help improve the quality of life.

Another target of Goal 8- Decent Work and Economic Growth, is implementing policies to promote sustainable tourism. These create jobs and promote local culture and products. What brings out a city's uniqueness is its culture and products. Showing these to tourists will spark their interest because you cannot get that anywhere else. We can interview or survey people that live in the city and ask about what they love about Georgetown. We can focus on these survey results when promoting.

Promoting sustainable tourism is extremely important as it protects the environment, natural resources, and wildlife. Doing that also gives tourists an authentic experience. This will motivate them to come back to visit the city again. Plans to promote this are to spread awareness about sustainable tourism. There are lots of people that may be interested but do not know what to do. Supporting local restaurants is a really good way for tourists to try locally-sourced

ingredients. I will be making creative posts on social media to promote these local restaurants. All of these ideas will be part of my role in my internship.

The city's role also relates to Goal 4: quality education. Because of Covid-19, many students are unmotivated to be in school. My role in marketing can help implement marketing communication strategies to help with this problem. Using mail, emails, phone calls, and social media can help you know the student personally and discuss goals and expectations for students. These marketing communication strategies can be a way to encourage students. It can also be used to ask for students' opinions on their educational experience. For example, you can bring awareness to the school's tutoring services and career advising. Some university programs that will be great are career-related programs where students can dive into their interests more. Getting the students involved in teamwork will be a good way for many ideas to be shared.

Goal 11: Sustainable Cities and Communities will improve the city and county as a whole. This will help with tourism. I will be marketing sustainability by creating social media posts and signs that will encourage people to be more sustainable. Not many people care about things unless it benefits them, so we need to think of new ways to market these goals. For example, we can encourage more people to walk by mentioning how much money they can save. We can take pictures of these actions for more awareness and show new people what our city is doing. This will spark some interest and invite more people to the city.

These ideas and plans are what I will be implementing in my internship role. With these main goals in mind, I see the city of Georgetown expanding and improving its tourism based on these plans. The benefits will not only apply to the city but the county as well. We will see growth in Georgetown.

Literature

My main focus in this research is sustainable tourism. There have been many previous studies done on this topic. More cities have become interested in researching and implementing sustainable tourism in their businesses. Many tourists are also interested in sustainable cities as more tourists become aware of the negative effects of non-sustainable tourism.

In South Carolina, Beaufort County has been focusing on sustainable goals. You can see it in the city's 2040 comprehensive plan.² They are focusing on protecting natural environments and culture. They are also working on growing their supply chain for more locally-produced goods and services. They have plans for providing affordable housing. This is something useful for Georgetown, since Georgetown currently have issues with housing. Bigger cities have been using smart technology to work with sustainability.³ San Francisco use sensors to be informed on the environment's conditions. Other countries have also used location-specific sensors. One example is Brisbane, Australia. The sensors contain information about air quality, noise, lighting, and the climate.

According to the article, *Sustainable Tourism Development and Competitiveness: The Systematic Literature Review*⁴, some organizations promote themselves as more sustainable than

² "2040 COMPREHENSIVE PLAN - Beaufort County Government." beaufortcountysc.gov, n.d.

³ Hamza, Megi. These Are The Top 20 Sustainable Smart Cities In The World. Disruptive Technologies , October 18, 2021. <https://www.disruptive-technologies.com/blog/the-top-20-sustainable-smart-cities-in-the-world>

⁴ Streimikiene, Dalia, Biruta Svagzdiene, Edmundas Jasinskas, and Arturas Simanavicius.

"Sustainable Tourism Development and Competitiveness: The Systematic Literature Review."

they are to attract more tourists. What the article noticed is that tourists who care about sustainability are not likely to choose sustainable tourism service packages. This is due to the distrust in the organizations. Based on research results, clear and useful information that reflects sustainability will allow tourists to trust an organization more.

This is very useful to keep in mind while I'm marketing sustainability to attract tourists. While making social media posts to show how Georgetown is working towards more sustainability, I will make sure to provide useful information and pictures to show that our city is becoming more sustainable because we truly care. We are not just doing it for marketing purposes. For example, the city can provide information on the sustainable strategies they are implementing or pictures of sustainable actions. This shows that the city cares about being sustainable.

More education about sustainability is still needed for it to become a social norm. This is a great chance to educate students about sustainable tourism and will contribute to SDG 4: Quality Education. Through this, students will be able to learn and apply their knowledge to make their city more sustainable.

Another article named, *Sustainability is a Key Critical Success Factor*⁵, has found that being sustainable is critical for success for some businesses. As more people are becoming aware of the negative impacts of being unsustainable, businesses are starting to see sustainability as

Sustainable Development. John Wiley & Sons, Inc., September 19, 2020.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7536981/>.

⁵ "Sustainability as a Key Critical Success Factor ." The WritePass Journal, September 2016.

<https://writepass.com/journal/2016/09/sustainability-as-a-key-critical-success-factor/>.

social responsibility. It will also benefit the business in its sales as it will contribute to a better brand image.

One of my tasks is to create social media posts to advertise local restaurants, which include locally-sourced ingredients. Sustainability is a good way to boost brand reputation. This can help local restaurants. These actions can be included in social media posts to gain attention. This will catch the consumer's eyes and encourage them to go to the restaurant. A plan like this will allow both sides to take action and benefit each other.

The city's target market is to encourage more young people to visit the city of Georgetown. The Office of Legislative Research⁶ did a research report on U.S. cities that attract young adults. From this research, we can see that many young people prefer close by restaurants, shops, recreation, entertainment, and more. Many prefer to live in central city neighborhoods due to the short commute times. This information will help me as I research ways the city of Georgetown can implement these preferences. Some areas in Georgetown do have these characteristics. For example, Georgetown Harborwalk has shops and restaurants nearby. Visitors can eat, shop, and relax.

Reading and analyzing these past studies will greatly help me in my research and projects. I will be using the information and applying what I learned as I plan, create, and manage projects to implement sustainable tourism. It will also help me in knowing more about what young people like in a city. This can be applied as I think of creative projects to attract a younger audience to the city of Georgetown.

⁶ McGann, Shuan. "U.S. Cities Attracting Young Adults ." Connecticut General Assembly, August 21, 2020. <https://www.cga.ct.gov/2020/rpt/pdf/2020-R-0168.pdf>.

Empirical Data

It is important to consider sustainable tourism when planning for better tourism. This contributes to SDG 11: Sustainable Cities and Communities and SDG 8: Decent Work and Economic Growth. The city of Georgetown should focus on sustainability in its efforts to increase tourism within the city. Data shows that 83% of travelers believe sustainability is important in travel.⁷ Focusing on sustainability will bring back many social, economic, and environmental benefits. There is also a need for more young tourists to visit the city to turn Georgetown into a vibrant city.

One of the social issues of tourism is different cultures clashing. Locals can get offended when foreigners do not respect the local customs. This is due to a lack of tourists educating themselves on different cultures before visiting a new place. Many destinations focus on educating about cultures. This relates to SDG 4: Quality Education. Georgetown has lots of culture and history. There are three museums people can visit to learn more about Georgetown. This will allow visitors to understand and connect to the area more. With a better understanding and connection, it will inspire visitors to revisit.

According to UNESCO, cultural tourism accounts for around 40% of the tourism in the world.⁸ Lots of countries have placed importance on cultural tourism with it included in 90% of

⁷ Lock, S. "Sustainable Tourism - Statistics and Facts." Statista, October 6, 2021.

https://www.statista.com/topics/1916/green-tourism/#topicHeader__wrapper.

⁸ "Cutting Edge | Bringing Cultural Tourism Back in the Game." UNESCO, June 8, 2021.

<https://en.unesco.org/news/cutting-edge-bringing-cultural-tourism-back-game>.

all the countries' tourism policies.⁹ The importance and popularity of cultural tourism will help foreigners learn about the cultures and local customs in their destination. This will decrease the social tension caused by tourists not understanding local customs.

Sustainable tourism also decreases environmental issues. Because of so many tourists, there is an intense use of resources. Many popular destinations are facing resource scarcities. Around 1,500 liters of water is used per hotel room in one day.¹⁰ Some tourists use over eight times more water compared to a local person from the destination.¹¹ In 2018, Diamond Resorts started the initiative, Let's Make a Deal, where they focus on the sustainable use of water. As a result, 970,000 liters of water was saved just by reducing towel washing.¹²

Recycling is another way to help sustain our resources. Natural resources like water and minerals are conserved.¹³ This also helps to save energy. The United States saved over 322,000

⁹ "Cutting Edge | Bringing Cultural Tourism Back in the Game." UNESCO, June 8, 2021.

<https://en.unesco.org/news/cutting-edge-bringing-cultural-tourism-back-game>.

¹⁰ "Water Stewardship." Sustainable Hospitality Alliance. Accessed March 11, 2022.

<https://sustainablehospitalityalliance.org/our-work/water-stewardship/>.

¹¹ "Water Stewardship." Sustainable Hospitality Alliance. Accessed March 11, 2022.

<https://sustainablehospitalityalliance.org/our-work/water-stewardship/>.

¹² "Saving Water, the First Step towards Sustainable Tourism." We Are Water Foundation.

Accessed March 11, 2022. https://www.wearewater.org/en/saving-water-the-first-step-towards-sustainable-tourism_341961.

¹³ "Recycling Basics." EPA. United States Environmental Protection Agency. Accessed March 12, 2022. <https://www.epa.gov/recycle/recycling-basics>.

GWh of energy¹¹ after recycling or composting over 89 million tons of municipal solid waste.¹⁴ This amount of energy is enough electricity for 30 million homes.¹⁵ Georgetown County Environmental Services Division allows people to recycle very conveniently. An average of 14,000 tons of recyclables are collected each year.¹⁶

Sustainability also comes with economic benefits. Sustainable tourism includes supporting local businesses which put money into the local economy. This keeps the business running and helps create more job opportunities for locals. It is important to support small businesses as it created 10.5 million net new jobs from 2000 to 2019.¹⁷ On the other hand, large businesses created 5.6 million.¹⁸ As you can see from the line graph¹⁹ below, Georgetown County's unadjusted annual unemployment rate is higher than South Carolina's. This shows a need for more jobs. The line is decreasing until we reached 2020 which is the year the Covid-19

¹⁴ "How Does Recycling Save Energy?" American Geosciences Institute, March 11, 2019. <https://www.americangeosciences.org/critical-issues/faq/how-does-recycling-save-energy>

¹⁵ "How Does Recycling Save Energy?" American Geosciences Institute, March 11, 2019. <https://www.americangeosciences.org/critical-issues/faq/how-does-recycling-save-energy>

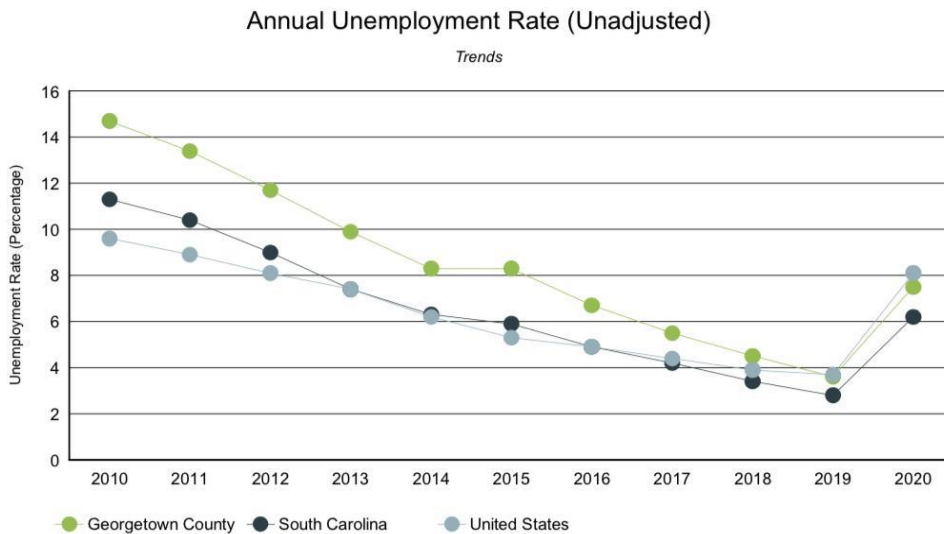
¹⁶ "Recycling." Georgetown County, SC. Accessed March 12, 2022. <https://gtcounty.org/267/Recycling>.

¹⁷ "Facts & Data on Small Business and Entrepreneurship." Small Business & Entrepreneurship Council. Accessed March 12, 2022. <https://sbecouncil.org/about-us/facts-and-data/>.

¹⁸ "Facts & Data on Small Business and Entrepreneurship." Small Business & Entrepreneurship Council. Accessed March 12, 2022. <https://sbecouncil.org/about-us/facts-and-data/>.

¹⁹ "COMMUNITY PROFILE Georgetown County." Georgetown, SC: SC Works Online Services, January 25, 2022.

pandemic started. As we continue to recover from the pandemic, the unemployment rate will start to decrease again.



Georgetown needs young people for the city. According to the data²⁰ below, the city has a higher number of people in the older range compared to the younger range. In 2020, Georgetown County council members had a discussion²¹ about this issue. Council member Lillie Jean Johnson mentioned that keeping young people in the county was a challenge. One of the issues is providing them with better economic opportunities. The council member mentioned that

²⁰ “COMMUNITY PROFILE Georgetown County.” Georgetown, SC: SC Works Online Services, January 25, 2022.

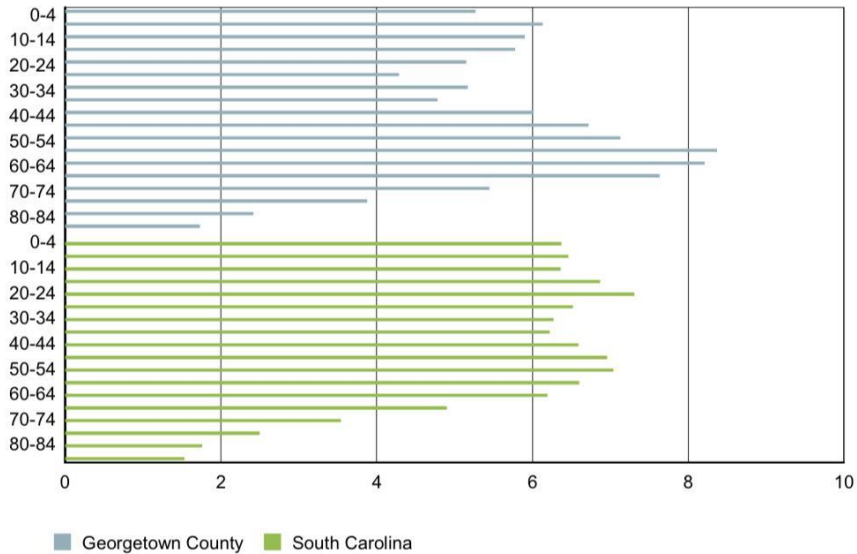
²¹ Fleming, Tyler. “Georgetown County Addresses Economic, Environmental Challenges through Strategic Planning.” The Post and Courier, September 14, 2020.

https://www.postandcourier.com/myrtle-beach/georgetown-county-addresses-economic-environmental-challenges-through-strategic-planning/article_d769696a-e88e-11ea-8c80-13ceb8d013e0.html.

diversity in leadership positions along with housing and industry was a reason why young people end up moving away. More educational opportunities are also needed to keep young people.

Currently, Georgetown only has Horry Georgetown Technical College as a college option. With better higher education options, there will be more young people moving into Georgetown.

Population by Age



Age Range	Georgetown County	South Carolina	United States
0-4	3,176	298,242	20,052,112
5-9	3,695	302,111	20,409,060
10-14	3,558	297,443	20,672,609
15-19	3,484	321,540	21,715,074
20-24	3,105	342,237	22,099,887
25-29	2,584	305,167	21,243,365
30-34	3,116	293,464	20,467,912
35-39	2,882	291,183	19,876,161
40-44	3,621	308,158	20,998,001
45-49	4,050	325,660	22,109,946
50-54	4,296	329,431	22,396,322
55-59	5,045	309,061	20,165,892
60-64	4,950	289,690	17,479,211
65-69	4,597	229,251	13,189,508
70-74	3,283	165,797	9,767,522
75-79	2,337	117,187	7,438,750
80-84	1,457	82,223	5,781,697
85 and older	1,044	71,757	5,673,565

Source: U.S. Census Bureau, American Community Survey

Having young people in a city is crucial to keeping the city lively and vibrant. Young people have new ideas and knowledge. They can give more innovative ideas and a city needs to thrive on innovation to keep growing. Young tourists are also extremely important as they tend

to stay at a destination longer.²² In 2017, the global average for young travelers was 52 days.²³ From the data, 60% of their travel budget is spent on the destination according to WYSE (World Youth Student and Educational) research.²⁴ According to research done in 2018 by WYSE Travel Confederation and UNWTO,²⁵ the total value for international travel by youth is more than 333 billion USD. These numbers will likely increase over time. In 2009, the total value for international travel by youth was 190 billion USD.

Young people also influence other people to travel. Social media is an important part of travel for most travelers. Sharing pictures and videos will influence others to come to the destination, too. Social media can also be a way to show how a city implements sustainable tourism which will allow more people to be aware and learn about ways to implement sustainability.

During the beginning of my internship, my supervisor, Gladys Rutledge-Livingston, told me the administration department was short-staffed. Although there is a high unemployment rate, our department still lacked employees. This means we were lacking qualified people to work here. I realized that we needed to increase our educational opportunities in the city to have more

²² Rifai, Taleb. "Facts and Stats." WYSE Travel Confederation, March 9, 2020.

<https://www.wysetc.org/about-us/facts-and-stats/>.

²³ Rifai, Taleb. "Facts and Stats." WYSE Travel Confederation, March 9, 2020.

<https://www.wysetc.org/about-us/facts-and-stats/>.

²⁴ Rifai, Taleb. "Facts and Stats." WYSE Travel Confederation, March 9, 2020.

<https://www.wysetc.org/about-us/facts-and-stats/>.

²⁵ Rifai, Taleb. "Facts and Stats." WYSE Travel Confederation, March 9, 2020.

<https://www.wysetc.org/about-us/facts-and-stats/>.

qualifying individuals that are already living in Georgetown. We also need to increase our housing options to get qualifying people from other cities to move to our city.

I have seen the efforts made by Georgetown to keep the city clean. There is a cleanup called the Great American Cleanup where anyone can volunteer to pick up litter. The city also has a cleanup called, Residential Clean Sweep. Residents can help by placing their unwanted items on the curb for the city to collect. This will decrease the amount of pollution litter causes.

One of my tasks is to check the city's social media pages and give feedback. I have noticed the lack of promotions for the city's job opportunities. This will affect the unemployment rate as fewer people know about the jobs available. People spend less money when they are unemployed which means less contribution to the economy. However, more promotion of available jobs on social media with help with unemployment in Georgetown and later help the city's economy.

Analysis

From the meeting with Georgetown County council members, we can see that Georgetown is noticing the lack of young people in the city. One of the local goals is to increase the number of young people living in Georgetown. We now know that 83% of travelers believe sustainability is important in travel. Sustainable tourism is one of the ways to attract young people to the area. Many young people prefer to visit local restaurants.²⁶ They are also interested

²⁶ Buffa, Federica. 2015. "Young Tourists and Sustainability. Profiles, Attitudes, and Implications for Destination Strategies" *Sustainability* 7, no. 10: 14042-14062.

<https://doi.org/10.3390/su71014042>

in supporting local cultures and protecting the environment while traveling.²⁷ As Georgetown is struggling to get young visitors, we can implement sustainable tourism to attract young people.

During my internship, one of my main tasks is to research sustainable tourism. This is target 8.9 in SDG 8: Decent Work and Economic Growth. Target 8.9²⁸ focuses on policies that will implement sustainable tourism. Sustainable tourism will create jobs and also promote local culture and products. From my research, I have found that locals and tourists can clash if tourists do not educate themselves about a destination's local customs, traditions, and religions.

Georgetown should use social media to teach tourists about the city. It will allow tourists to learn more about Georgetown. It will also teach some locals because not every resident has lived in the city long enough to know everything. This implements target 4.7 in SDG 4: Quality Education. Target 4.7²⁹ wants learners to have knowledge and skills for sustainable development.

From the empirical data section, we know that Diamond Resorts started an initiative called, Let's Make a Deal. They focused on the sustainable use of water and were able to save 970,000 liters of water just from reducing towel washing. From this, you can tell that these types of programs are very important for helping the environment. It also gets the community to help together. Having a community is important as it will encourage more people to join. Recycling

²⁷ Buffa, Federica. 2015. "Young Tourists and Sustainability. Profiles, Attitudes, and Implications for Destination Strategies" *Sustainability* 7, no. 10: 14042-14062.

<https://doi.org/10.3390/su71014042>

²⁸ "Goal 8: Decent Work and Economic Growth," The Global Goals, March 15, 2022, <https://www.globalgoals.org/goals/8-decent-work-and-economic-growth/>.

²⁹ "Goal 4: Quality Education," The Global Goals, March 15, 2022, <https://www.globalgoals.org/goals/4-quality-education/>.

and picking up litter also help the environment. Georgetown has implemented programs to help with that. There is the Great American Cleanup to encourage volunteers to pick up litter.

Georgetown County Environmental Services Division recycles an average of 14,000 tons a year. There is also the Residential Clean Sweep. Residents can volunteer to clean an area or leave their unwanted items on the curb. Georgetown will pick up those unwanted items. As a marketing intern, I have helped design flyers for both programs. These flyers will help promote and get more people to know about the program. These programs relate to target 11.6 in SDG 11: Sustainable Cities and Communities. One of the goals of target 11.6³⁰ is to pay attention to waste management. This shows the effort to protect the environment in Georgetown. We can see that their goal is to continue keeping the county clean and sustainable.

We find that Georgetown County has a high unemployment rate. During my internship, I also learned that Georgetown also has many available jobs and is having a hard time finding qualified people to fill those positions. This shows that Georgetown needs to find more people with relevant skills for the available jobs. This implements target 4.4³¹ in SDG 4: Quality Education. This data tells us that the unemployed residents in the county are not qualified for those available jobs.

Small businesses created 10.5 million net new jobs from 2000 to 2019. It is almost double the amount large businesses created. We can see the importance of supporting local businesses with this data. Supporting these businesses will help decrease the unemployment rate

³⁰ “Goal 11: Sustainable Cities and Communities,” The Global Goals, March 15, 2022, <https://www.globalgoals.org/goals/11-sustainable-cities-and-communities/>.

³¹ “Goal 4: Quality Education,” The Global Goals, March 15, 2022, <https://www.globalgoals.org/goals/4-quality-education/>.

in Georgetown. A local goal is to promote these businesses to more tourists. This implements target 8.9³² in SDG 8: Decent Work and Economic Growth. It aims to promote sustainable tourism to create jobs.

Georgetown lacks available houses and some residents are also not able to afford the price.³³ This will cause more people to move out of the county for better prices. Fewer people are also able to move in due to fewer housing options. This affects the jobs in Georgetown. One of the local goals is to increase the housing options in Georgetown. This way, more people will be able to work in Georgetown. Another goal is to train people in the skills needed for their jobs. This will help with the unemployment rate. This will go towards target 8.5³⁴ in SDG 8: Decent Work and Economic Growth. This target aims to achieve decent work for all women and men.

During my internship research, I learned that young travelers are very beneficial to the economy. Young travelers spend around 52 days in a destination. This shows how they stay at a destination longer which means more money is being spent. When you pair this with their frequent use of social media, it can greatly increase tourism in Georgetown. This will help support the businesses which implement SDG 8 and also helps Georgetown's goal of having

³² "Goal 8: Decent Work and Economic Growth," The Global Goals, March 15, 2022, <https://www.globalgoals.org/goals/8-decent-work-and-economic-growth/>.

³³ Reagan, Nick "Data: Georgetown County in Desperate Need of Housing," <https://www.live5news.com> (Live 5 News, April 8, 2021), <https://www.live5news.com/2021/04/08/georgetown-county-desperate-need-housing/>.

³⁴ "Goal 8: Decent Work and Economic Growth," The Global Goals, March 15, 2022, <https://www.globalgoals.org/goals/8-decent-work-and-economic-growth/>.

more young people. It increases the importance of why the city needs to focus on young travelers.

Conclusion

The city of Georgetown should implement more sustainable tourism strategies to increase the number of tourists. Not only will the city get more tourists, but the city will be sustainable. We see the importance of sustainability socially, environmentally, and economically. More travelers are seeing the importance of sustainable travel and the city should also start implementing it to attract those travelers. Let's revisit the empirical data section of this report and summarize what we found.

If Georgetown teaches more about the city's culture and history, it will help visitors form a better understanding of Georgetown. This will contribute to sustainable tourism socially. Visitors will also feel more connected to the city once they learn more about it. Tourists use resources within a destination a lot more than locals. An important part of sustainable tourism is to implement sustainable use of resources. This will help the city environmentally and economically. We will be able to save resources and save money. Recycling and keeping the city clean are other important things to keep in mind. The county also plans cleanup events to keep the city clean from litter.

One of the biggest concerns is unemployment in Georgetown. From the line graph in the empirical data section, the county has a higher unadjusted annual unemployment rate than South Carolina. We also see the importance of supporting small businesses as it created twice as many jobs in 2000-2019 compared to large businesses. Supporting small businesses in the city contributes to sustainable travel as it will support the city economically. With more support, the

business will continue to grow. This will help create more job opportunities for people in Georgetown which contributes to SDG 8: Decent Work and Economic Growth.

We are having trouble finding young people to visit or live in Georgetown. We see that the county has a higher number of people in the older age range compared to the younger age range. Georgetown needs to provide more college options within the county. This will keep young people in the county and contribute to SDG 4: Quality Education. It will allow more people to become qualified for certain jobs. This will help fill in empty job positions that are having trouble finding qualified people.

Having young people traveling to Georgetown will benefit the city greatly as 60% of their travel budget is spent on the destination. It will help the city economically and the travel spending will also contribute to the county. Young people use social media often and can help promote the city. From this, we see that having young travelers creates a continuing effect of helping Georgetown economically.

We know that the county is working on sustainable development. I saw how the county is willing to improve during my internship. I attended a meeting with Cindy Thompson, the coordinator of Keep Georgetown Beautiful. This meeting discussed the Great American Cleanup and Residential Clean Sweep. The county even won a United Nations designation.³⁵ Georgetown RISE members work together to research, learn, and experiment with sustainable development

³⁵ Stairs, Clayton. "UN Council Kicks off Meetings for Sustainable Development in Georgetown County." Post and Courier. The Post and Courier, May 24, 2017.

https://www.postandcourier.com/georgetown/news/un-council-kicks-off-meetings-for-sustainable-development-in-georgetown-county/article_89cda4ca-406e-56f0-8058-879092e36baf.html.

within the county.³⁶ Once we apply it to tourism, it will help both the city and the county become more sustainable and attract young tourists who see the importance of sustainability. This will allow Georgetown to grow socially, economically, and environmentally through sustainable strategies. Georgetown will become a sustainable city and community to reflect SDG 11.

Future and Recommendations

Georgetown needs to focus on its marketing efforts. Social media marketing should be one of the main focuses. Right now, Georgetown only has a website and Facebook page. If we want to attract young people, social media is important. I suggest making an Instagram, Twitter, and even a TikTok account. We should start analyzing the latest trends on social media. We can incorporate these trends into our marketing campaigns. If we want to attract young people, we need to understand them and know how to interact with them. Analyzing social media trends is a great way to start.

Once we start doing more social media marketing, it is important to be consistent in posting. I recommend posting once a week. The city can include pictures of Georgetown, share travel blogs about Georgetown, post about upcoming events, educate about sustainable tourism, and much more. Let people know what is going on in Georgetown. Interacting is also important. It is helpful to reply to comments on your posts. This will create a better connection. Learn about SEO to reach a bigger audience. Keep updated on social media algorithms. It changes.

Events are important to bring the community together. This makes the city more lively which is one factor that can attract tourists. A good idea is to do a walking and biking event. Encourage people to walk or bike a certain amount of miles together. This promotes a healthy

³⁶ “Georgetown Rise.” Georgetown RISE - Coastal Carolina University. Accessed March 26, 2022. <https://www.coastal.edu/georgetownrise/>.

lifestyle and encourages people to walk or bike when possible. Along the way, there will be stops with activities. This can include games, food, or drinks. Get local businesses to sponsor your event. You can ask them to help out with the event. Restaurants can provide food or drinks. Games will also include prizes to attract locals and visitors to join. This way, local businesses can also be promoted. Attach signs and posters that educate about sustainable travel or sustainability in general. Take pictures and videos to post on social media. This entire event implements sustainable strategies by encouraging walking and biking as transportation options, supporting local businesses, and educating about sustainability. These are additional examples of sustainable travel. Posts about this event will attract people to the city. People will see the city having fun. This is a good example of a possible event Georgetown can have.

So far, Georgetown has only a few activities for visitors to participate in. There are shops, restaurants, and fishing activities. It is suitable for a day trip. However, a day trip is not enough to bring the economy money. People will also become bored if there are no more new activities or attractions. It will be good for Georgetown to look into new tourist attractions. For example, Myrtle Beach is working on esports.³⁷ This has already caught the attention of fans and businesses in the esports industry.

These are a few of the recommendations Georgetown can consider. The city has great potential to improve tourism and attract young visitors. Implementing sustainability (like the walking and biking event) will help the city grow. Two things Georgetown can focus on now are

³⁷ Dodson, Braley. "Are Esports the Future of Myrtle Beach Tourism?" WBTW. WBTW, March 16, 2021. <https://www.wbtw.com/news/grand-strand/are-esports-the-future-of-myrtle-beach-tourism/>.

social media and events while incorporating sustainability. When the locals learn more about sustainability, this will encourage visitors to do the same. Let's improve the city first.

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