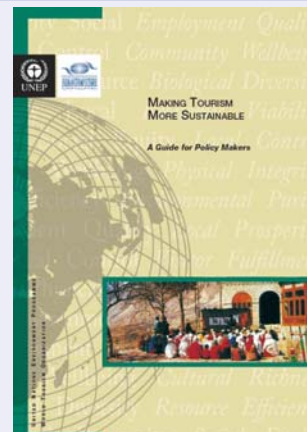




Sustainable tourism

Expressed simply, sustainable tourism can be defined as:

" Tourism that takes full account of its current and future **economic, social and environmental impacts**, addressing the needs of visitors, the industry, the environment and host communities"



Reference: *Making Tourism More Sustainable - A Guide for Policy Makers*, UNEP and UNWTO, 2005, p.11-12,
www.unep.fr/scp/publications/details.asp?id=DTI/0592/PA

Sustainable tourism

Sustainable tourism development requires the **informed participation of all relevant stakeholders**, as well as **strong political leadership** to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and **ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices** amongst them.

Reconciling conservation and tourism

National Park Service (NPS) United States

The "Organic Act" creating the NPS signed by President Woodrow Wilson in 1916 states that the fundamental purpose of the NPS "is **to conserve** the scenery and the natural and historic objects and the wild life therein and to **provide for the enjoyment** of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations."

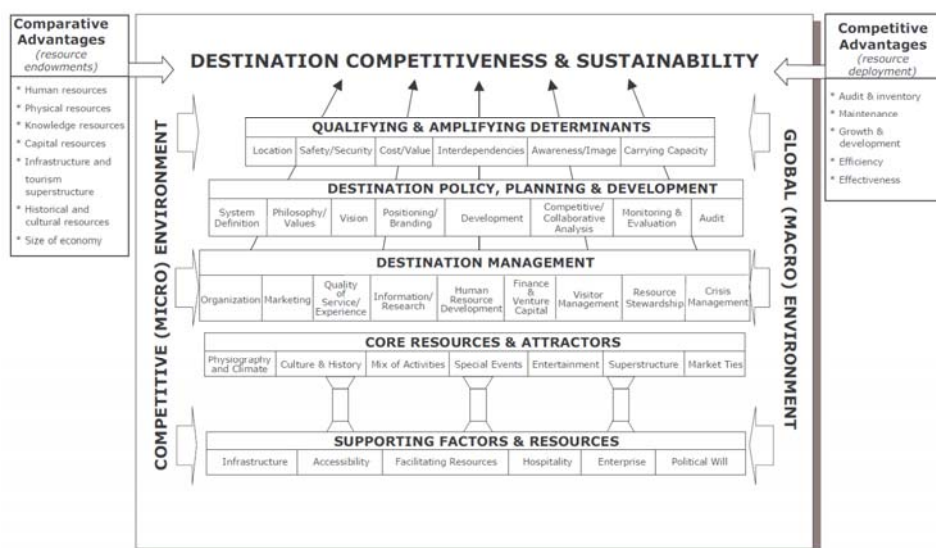
Reconciling conservation and tourism

National Park Service (NPS) United States

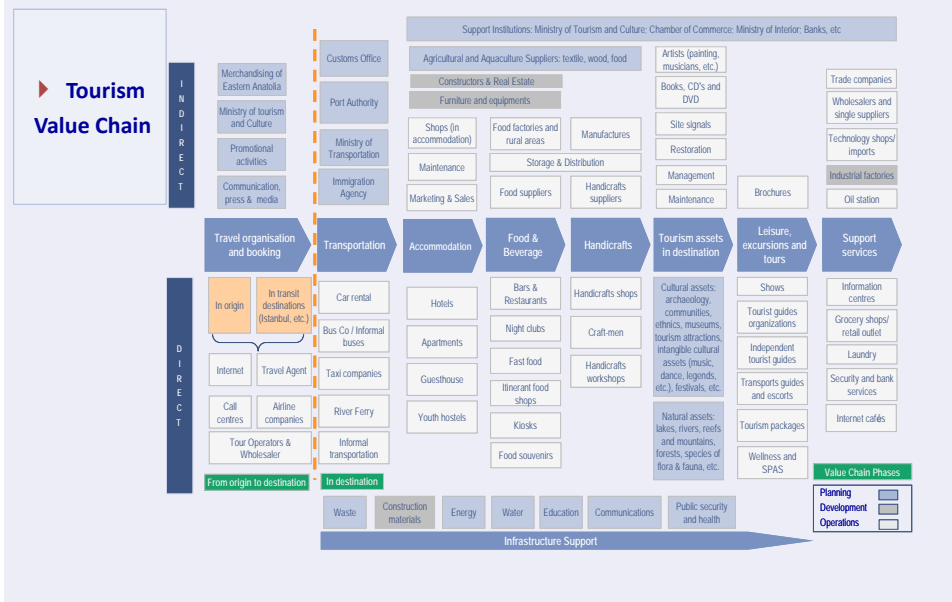
- bureau of the Department of the Interior
- 408 areas covering more than 84 million acres (338,000 km²), of which more than 4.3 million acres (17,000 km²) remain in private ownership
- 293 million visits in 2014
- employees:
 - permanent, temporary, and seasonal: approximately 22,000 diverse professionals
 - volunteers in Parks: 221,000
- budget FY 2014 US\$ 3 billion

www.nps.gov

Figure 1: General Conceptual Model of Destination Competitiveness (from Ritchie and Crouch, 2003)

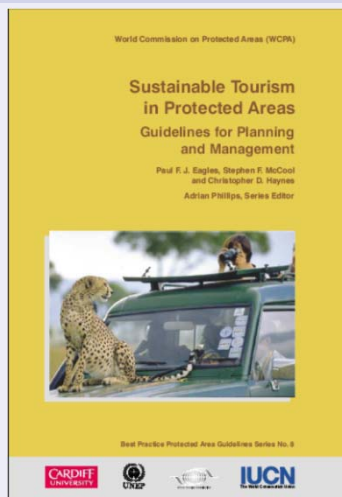


Tourism supply: complex product many parties involved to make tourism work



Sustainable tourism in protected areas

World Commission on Protected Areas (WCPA)
 Prepared for the
 United Nations Environment Programme (UNEP)
 World Tourism Organization (UNWTO)
 International Union for Conservation of Nature (IUCN)



www.iucn.org/about/work/programmes/gpap_home/gpap_capacity2/gpap_bpg/?2167/1/Sustainable-tourism-in-protected-areas-guidelines-for-planning-and-management
http://cmsdata.iucn.org/downloads/pag_008.pdf

Sustainable tourism in protected areas

To live up to the tourism potentials in protected areas there is a need for specific strategies

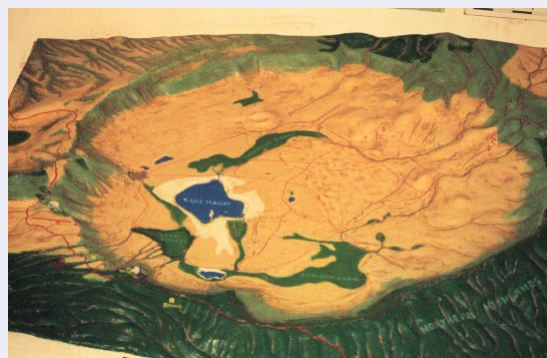
- Integrated development and management plans
- Interdepartmental coordination, broad stakeholder consultations
- Development a diverse tourism products (integrate natural and cultural attractions)
- Specific visitor infrastructure and management
- Provide a high quality learning experience (interpretation)
- Revenue generation for protected areas
- Community involvement and benefits
- Marketing
- Plan for optimal use levels (carrying capacity)
- Monitor impacts – adaptive management, congestion, indicators

Creating revenue-generating mechanisms through tourism (80% of parks are underfinanced - IUCN)

How to charge for tourism?

Challenge of controlling entrance:

Large, open and fragmented areas



Ngorongoro, Tanzania

Need for diverse funding

- ✓ Park entrance fees
- ✓ Parking
- ✓ Recreation service fees, special events and special services
- ✓ Concession fees
- ✓ Accommodation
- ✓ Equipment rental
- ✓ Food Sales (restaurant and store)
- ✓ Merchandise sales (equipment, clothing, souvenirs)
- ✓ Donations, foreign aid
- ✓ Licensing of intellectual property
- ✓ Sale or rental of image rights



Ensuring participation and benefits for local communities: Parks can be drivers of regional economic development

- Direct employment in park staff, and park services
- Employment in tourism companies operating in parks (lodges, tours)
- Joint ventures (communities and operators)
- Small businesses serving tourism activities (transport, accommodation, catering, guiding)
- Featuring and selling locally produced handicrafts and products in visitor centres
- Itineraries to include visits to villages (meals, cultural performances, etc.) – experiencing local culture is important part of an ecotourism trip, natural areas with traditional land use. Linkage with big attractions (parks)
- Benefit from infrastructure (e.g. road, electricity) developed for the park



Empowering local communities

Participatory planning: consultations, dialogue, communication, multi-stakeholder committees

Capacity building: for government, park managers, villagers train-the-trainers approach, conduct training needs assessment

Topics:

- Tourism planning
- EMS
- Business administration
- Hospitality
- Marketing
- Guiding, interpretation

Financial assistance: grants, microcredits, soft loans



Photo: Anna Spenceley

Marketing of ecotourism: Understanding markets

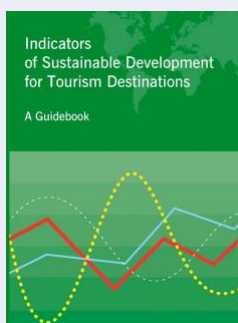
➤ Understanding visitor motivations and disseminating research results

WTO series of ecotourism market studies:
France, Italy, Germany, Spain, UK, Canada, USA

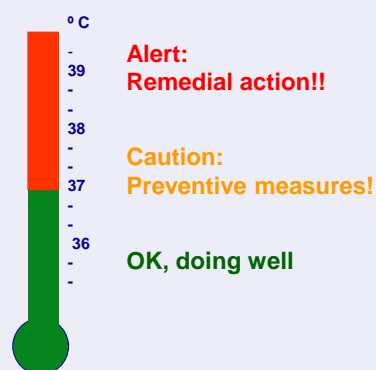


Sustainability indicators – basic tool

- To identify and measure the entire range of impacts (environmental and socio-economic) that tourism can have in a particular area or society.
- Accurate information is needed for responsible decision-making



A "thermometer" of tourism sustainability



Sustainability indicators are information sets which are formally selected for a regular use to measure changes in key assets and issues of tourism destinations and operations.

UNWTO Guide on Indicators

- Extensive review of international experiences
- Involvement of 62 experts from 20 countries
- Focus on local destinations, also covering applications at regional, national and business levels
- A recommended procedure for indicators development
- A categorized list of common issues and indicators
- Destination-specific applications
- The role of indicators in tourism policy and planning
- Ample range of case studies





OMT:

- Consejo Empresarial
- Departamento de Desarrollo Sostenible del Turismo

ICOMOS

2004

Controlling use intensity

- Existence of appropriate visitor registry system
- Existence of tourism management plans, congestion management measures, basic tourism facilities
- Total number of visitors to the site and its key areas (per season, month, year, at special events) - *seasonality*
- Number of tourists per square meter at the site and its key zones
- % of area of sites opened for visitors, current building used (open, closed, abandoned)
- Number of staff handling visitors (ratio of staff to tourists), level of training (guards, guides, information, catering, management)
- N. of tour operators with licence and permits to operate at the sites
- Tourists' perception on crowding



How to make a difference

- **Research**
 - R+D (+C+I) research and development
 - know your customers, know trends, know your competition
- **Strategy**
 - Reflect, discuss, set objectives, plan, execute, evaluate
 - RRR: rethink, redefine and reinvent your destination
- **Education – human resources**
- **Quality**
- **Innovation**
 - Ideas – entrepreneurship
 - Diversify and differentiate
 - Not only technology, but also business models, design, service, etc.
- **Vitamin 3C** (collaboration, cooperation, coordination)

Vitamin 3C

Collaboration, cooperation and coordination

- between tourism and other government departments
policy areas (transport, foreign affairs, environment, etc.)
- between national, regional and local authorities
- between policy makers and tourism board
- between public and private sector
 - ppp public-private sector partnerships
- with civil society
- in the value chain, between destination and travel trade
- with various distribution channels



Vitamin 3C

Collaboration, cooperation and coordination

Through dialogue and real commitment

- shared decision making and responsibility,
- joint marketing and promotion,
- destination management,
- product development,
- human resource development,
- shared contribution, contribution in kind
- etc.

=> It is teamwork, you only can do it together



UNWTO Technical publications on sustainable tourism:

- Guidelines
- Manuals
- Studies
- Recommendations
- Case studies



Local authorities



Climate change



Voluntary initiatives



Indicators of sustainable tourism



Poverty reduction



Congestion management
Cultural heritage



National parks, protected areas



Compilations of good practices



Ecotourism, market studies



Island and coastal destinations

Access: UNWTO E-LIBRARY



What's more...



Tourism Market Trends programme



Marketing Handbooks

Forthcoming:
Key performance indicators
Health and medical tourism

Where to find information prepared by UNWTO?

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 - statistics online www.e-unwto.org/toc/unwtotfb/current

